

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

May 3, 1986

a Benn publication

SNC succeeds  
in putting  
amendments to  
contract Bill

New exam format  
and entrance  
route for CPP

Alan Facer the  
new NPA chairman

Three pharmacy  
systems chosen  
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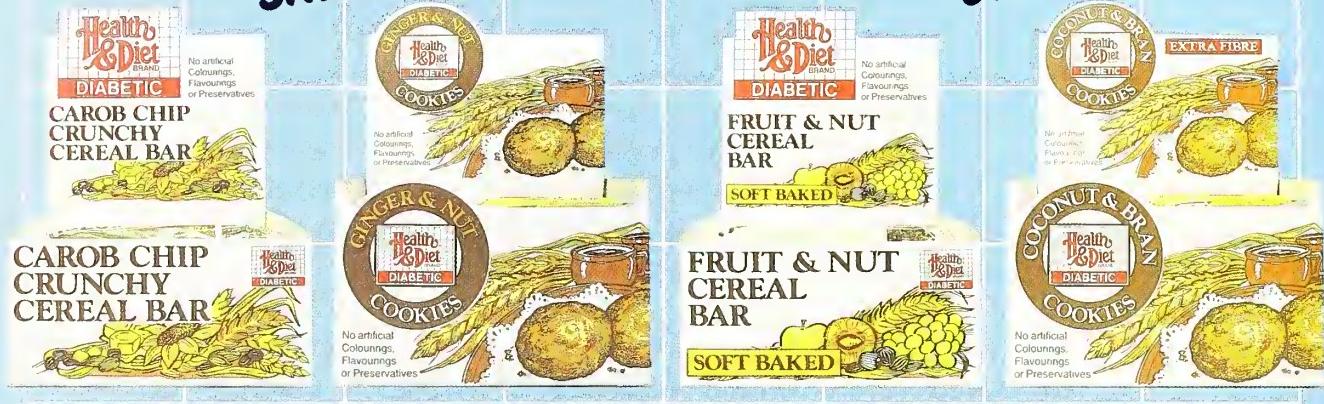
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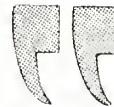
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## COMMENT



An appraisal of the changes proposed to the NHS (Amendment) Bill as it enters its committee stage shows what can happen if the lobbying system is used to best advantage. It may be Labour health spokesman Frank Dobson and his colleagues who are putting forward the amendments, but the words have been suggested by the pharmaceutical negotiating bodies (p856).

PSNC sees the amendments as a means of putting the final touches to part one of the new contract, and laying the groundwork for stage two. Specific mention of the counselling and domiciliary services provided by a new contractor could be required as part of his application to join the pharmaceutical list. A national appeal system is proposed, along with ways of preventing its use locally as a delaying tactic.

All the amendments pro-



posed to clause 2 of the Bill make sound sense, and if they are turned down good reasons will have to be given.

Clause 3 of the Bill deals with money, always a sticky topic, and some of the amendments here may well come unstuck. One which contractors will watch with particular interest could mean the end of averaging across the board in terms of clawback. Those who refuse to use parallel imports could see their position vindicated.

The other amendments to this

clause are of a more technical nature, and since most would strengthen pharmacy's negotiating position they could well be resisted by the DHSS. With a Tory majority on the committee led by Health Minister Barney Hayhoe the odds must be against all the proposed changes getting through unless there is Government agreement.

But for once at least, pharmacists can see the fruits of their negotiators' labours. In the past there has been much criticism of their activities born out of ignorance — an ignorance upon which ginger groups such as BPA have capitalised. But also in the past, pharmaceutical organisations might have kept quiet about their involvement in bringing influence to bear on the legislature. Now, win or lose, it is in the open — a lesson has been learned and PSNC will be the more respected for it.



# PSNC lobbies on amendments to Bill

The NHS (Amendment) Bill went into its committee stage in the Commons this week with 28 amendments affecting the new contract and clawback clauses. The majority have been tabled by Opposition MPs following lobbying by the Pharmaceutical Services Negotiating Committee, it claims.

"The amendments are all ones which we would welcome. All are due to PSNC lobbying of the Opposition benches," says PSNC chief executive Alan Smith.

Virtually all the changes tabled have come from Labour health spokesman Frank Dobson and MPs Dr John Marek, John Maxton and Allen McKay.

There are nine amendments affecting clause two of the Bill, which paves the way for the introduction of the contract. The amendments are duplicated to provide for similar changes in Scottish legislation.

Fuller details of the services a potential contractor plans to provide are sought in the application for inclusion on the pharmaceutical list. An amendment says that if services include the provision of patient counselling, then details of the counselling area established must be stated in the application.

If it is planned to provide domiciliary services they also must be included. Another amendment asks for contract applicants to state what arrangements they have made for drug security — "it's something important that's not been mentioned so far," says Mr Smith.

There is an amendment seeking the insertion of a definition of the neighbourhood — 1km in urban areas and 2km in rural areas — in the application. "This will aid more informed interpretation to what is 'necessary and desirable' in a particular area," says Mr Smith.

Anyone who already has contract can stay on the pharmaceutical list, proposes another amendment. There will be no chance of forced closures, a point that has caused some concern.

A national appeal committee has been sought by both the Pharmaceutical Society and the PSNC. An amendment proposes that "there shall be an appeal committee of such persons as appointed by the Secretary of State." PSNC has asked for the word "national" to be inserted.

"The appeal system has on occasions in rural dispensing cases been used as a delaying tactic," says Mr Smith. He supports an amendment which says appeals should be on the grounds of "manifest unreasonableness at the time of

the decision and no other grounds."

"This limiting of appeals is in the best interests of pharmacy, but we have asked for error of fact to be included as grounds for appeal," says Mr Smith.

In a letter to the Commons committee PSNC chairman David Sharpe has asked for an amendment to bring in some mention of standards under Section 66 of the Medicines Act. In addition, and as a corollary to premises standards, PSNC is seeking an amendment to set minimum standards of service. "But we have said the body to ensure this is the Pharmaceutical Society," says Mr Smith.

Clause 3 of the Bill is an attempt to legalise adjustment of remuneration to take account of past over or underpayments. An amendment proposes monies should be paid or clawed back only from the remuneration of those persons who provided the service and no other persons. If it goes through this will mean a more selective recovery of overpayments, eg extra profit gained from use of parallel imports.

Another amendment says adjustments should be made only if the proposed adjustment does not involve re-opening closed negotiations. Negotiations for the current financial year are "open" as some factors in the balance sheet, such as script numbers, cannot be known until the year end. This will prevent retrospection going back beyond a maximum of two years.

PSNC has also succeeded in getting an amendment tabled defining "different information" which might be used in determining the level of any clawback. "We want it to be limited to actual figures rather than using a different system of calculation," says Mr Smith.

Different information is defined in the amendment as "only such supplementary information on which the earlier determination was made and which was available to the Secretary of State at the earlier determination but to which he did not have regard."

Committee members include Health Minister Barney Hayhoe and under secretary Ray Whitney, and SDP health spokesman Charles Kennedy.

## BPA links with other bodies

The British Pharmacists Association is to amalgamate with the British Professionals Association, an organisation said to have over 100,000 members in the UK.

And Charles Flynn, BPA's general secretary, says he is forging links with other professions in Europe. This week he is meeting leaders of their professional bodies in West Germany, France and Holland. The BPA is already in touch with pharmaceutical organisations overseas.

The British Professionals Association newspaper, *Professional Eye*, is offering Mr Flynn a column in which to comment on pharmacy. The May/June issue will cover pharmaceutical issues and will be circulated to pharmacists.

BPA's Press officer Joey Martyn-Martin said this week the association was now at the point "where tie-ups and amalgamations ensure our future and make us a formidable force." He was unable to say how many BPA members there were, nor when election of regional committee officers would take place.

## Europharm case adjourned

Eight trading summonses against Kenneth Higson, of Europharm Ltd, Ladysave House, Decoy Road, Worthing, were adjourned until May 19 at Worthing Magistrates Court on Monday.

He is accused of three offences of offering medical products for sale without a licence, two of being in possession of medical products for the purpose of selling them and one of having medicinal products for sale without particulars being displayed on the products written in English.

## Product recall on Mag Trisil

William Ransome & Son plc, Hitchin, have issued a product recall on magnesium trisilicate mixture BP (2l, amber glass bottle) with the following batch numbers: 5202, 5203, 5204, 5205, 6001, 6002. A small number of bottles have been found to contain an excess of chloroform. Pharmacists should return their stock of the above to their wholesaler for credit.

## New exam format and entrance route for CPP?

The College of Pharmacy Practice is now independent of the Pharmaceutical Society and has announced a new board elected by the members. It is considering changing both the examination structure and the route of entry for new members in a bid to boost numbers.

PSGB president Dr Geoffrey Booth wished the College every success on behalf of Council and the profession as he handed over the reins to chairman John Balmford at last week's annual meeting. "We believe you will go forward to establish a firm basis for postgraduate studies in the broadest sense." Dr Booth said that if he had a wish to make it would be that the Society and College should always liaise in harmony and support each other's activities.

Elections to the new Board had been on the basis that the three candidates gaining the most votes would serve a three-year term; the next three, two years, and the next three, one year only. The results were:

**Three year term:** John Balmford, Tom Bradley, Michael Cullen.

**Two year term:** Tony Furber, Bernard Hardisty, Professor Brian Hemsworth.

**One year term:** Marion Hodges, Miali James, Dr Margaret Stearne.

Commenting on the financial sound status of the College, chairman John Balmford reported that the College's intention had been to have a bank balance of at least £1½m five years after foundation to provide a secure base for independence from the PSGB. "In fact the College has reserves of over £344,000. Quite sufficient

PSGB president Dr Booth (left) presents Paul Glodkowski with his CPP membership certificate



to move down the road to 111 Lambeth High Street — rented from the Society — and to employ both a secretary, Rosemary Mitchell, and one other." The move will take place in September.

John Balmford said the new Board of Governors would have a dual role combining the duties of the old Board of Management and Governors.

The main task of the College was to increase membership, Mr Balmford said: "A target of 600-700 members in two or three years time should be our aim." And he urged each College member to try to recruit two members each so that the present 305 membership could double.

Chairman of the College Board of Examiners, Dr N.A. Armstrong said changes in the examination structure were being considered. A review body was looking at all aspects of the examination. Were two parts necessary? Were standards high enough or too high?

"More importantly College should consider if there should be another route of entry other than by examination." College was asked to communicate opinion without delay to the secretary.

## Drug abuse help

Parents worried about their children and drugs abuse are being directed to their local pharmacy for advice in an article in the June edition of *Good Housekeeping*.

The DHSS leaflet "What parents can do about drugs" is discussed as is the National Pharmaceutical Association's involvement with the campaign. The article is the result of NPA's PR consultants, Reginald Watts Associates' efforts to increase awareness among the consumer Press of what the pharmacists have to offer the community.

Drug abuse will again be the topic of a meeting on May 1 to which many journalists have been invited.

## Drug reaction with soft lens

Sulphasalazine may be responsible for staining contact lenses yellow according to a letter in the *Lancet* (April 26).

A patient who wore extended-wear soft contact lenses complained of yellow staining on the lens, her blue iris appeared green, and she experienced a disturbance of colour vision. Despite repeated use of cleansing and disinfection solutions and prolonged hydrogen peroxide soaks, the lens remained deeply stained. The patient returned to using gas permeable lenses which were unaffected. The letter suggests that since extended-wear lenses are expensive (£100), patients should be made aware of this potential interaction.

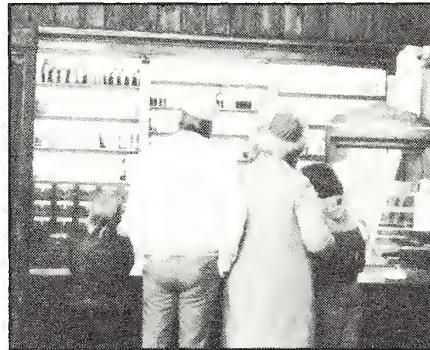
## SDP concentrates on prevention

Greater emphasis on prevention is one of the priorities of a Social Democratic Party "Green paper" on primary health care published last week.

Too little money has been spent on prevention, and resources for the Health Education Council must be increased, says the SDP. More health visitors should be appointed to concentrate on groups most at risk such as clinic non-attenders.

The SDP would like to see the community budget increased as a proportion of the total NHS budget, not by cutting spending on hospitals but by directing extra development money towards primary care.

The paper did not deal with pharmaceutical services because the Nuffield Report was imminent.



## GPs cautious on Green Paper

Last week's Green Paper proposals for "health care shops" and possible relaxation of medicine controls are likely to be controversial with doctors.

Dr Michael Wilson, chairman, General Medical Services Committee, told *C&D* that many doctors might be afraid that "health care shops", combining doctors, dentists, opticians and pharmacists under one roof, could attract giant American health corporations whose main motive would be profit. The professions involved might be tempted to provide the cheapest treatment for the most profit rather than the best care.

Doctors might also have reservations about transferring more medicines from POM to P, Dr Wilson continued. Their reaction to ibuprofen's availability OTC had been "mixed" because of the risk of duplicate prescribing when the doctor was unaware that a patient was already taking the drug.

He felt the continuation of the pharmacist's counselling role would benefit both patients and GPs, provided the pharmacist knew when to refer the patient to diagnostic skills. On the proposal that community nurses should be able to prescribe certain dressings he felt this could be considered only for those nurses who worked closely with GPs as "nurse practitioners," not those in isolation in the community.

The proposal that doctors should retire at 70 would be a matter for negotiation with the Government.

The GMSC will debate the Green Paper at its meeting on May 15 after which there are likely to be extensive

Douthwaites the Chemists has moved — lock, stock and bottle — into the Hunday Farm and Tractor Museum near Hexham. The family had cared for the Prudoe community for over a century — the original owner even used to pull their teeth. And when John Douthwaite Jr died museum owner John Moffit moved in to save a piece of the area's history

consultations with the profession, including a November conference.

The British Medical Association has issued a statement saying that the Government's key objectives for the service were in line with targets set by the profession in 1983. "At last there is some indication that discussions can now start on the best way forward to achieve those targets."

"The profession welcomes the firm commitment of the Government to build on the strengths of NHS primary care services and to continue the development of comprehensive care of a high standard, available and accessible to all," the BMA continues. "The profession reaffirms its readiness to enter into negotiations with the Government on the development of services to patients."

A spokeswoman from the British Dental Association said "health care shops" were an appealing concept from the public's point of view. The BDA wanted to be "part of the system" wherever health services were provided. On the proposal for compulsory retirement at 70 she said few dentists practised beyond that age but it would be a matter for negotiation.

He has written to Mr Hayhoe saying: "It is my view that if the foreign drug damages patients and the company pays compensation in its native country, it should be a condition of supplying the NHS that similar compensation should be paid to British casualties."

The US ruling overturned an earlier decision to set aside a ruling that \$750,000 be awarded to Mary Oxendine, who was born deformed after her mother had taken Debendox during pregnancy. A UK spokesman for Merrell Dow said the case was not over. It was the only ruling made against Debendox. No regulatory authority in the UK or USA had condemned the drug, and the UK incidence of malformation in neonates had remained the same since its withdrawal.

## Drug damage clause sought

Labour MP Jack Ashley is pressing the Government for a "damage" clause in contracts between foreign drug firms and the NHS, in an effort to get Merrell Dow to compensate British children.

Mr Ashley says there will be a spate of compensation cases in the US or Merrell Dow will offer a compensation scheme, following a recent compensation judgment against Merrell Dow in America. But British children will not benefit unless the Health Minister steps in.

## Hayfever stops taxi drivers

A study of 100 London taxi drivers prone to hayfever has shown that a quarter had to stop driving at some time during the hayfever season.

Slightly more (48) sought treatment from a doctor than from a pharmacist (40) and 12 took no treatment. In a national hayfever survey, there was a much greater preference for visiting the doctor (107 compared with the 20 who went to a pharmacist and 40 who took no treatment).

It is believed that this trend reflects the busy nature of the taxi driver's life which makes him reluctant to spend time in the surgery.

Tablets were the most popular medication, followed by inhalers, but drowsiness was more than twice as frequent with tablets than with other treatments.

## Simpler forms

The first steps in a campaign to simplify forms and leaflets have been announced by Small Firms Minister David Trippier.

In a pilot programme in North West England and the Thames Valley, a new employment form and noticeboard kit are being tested in small businesses. The form condenses the terms and conditions of employment and the noticeboard kit is to help businessmen display company information.

The guides will be distributed to small firms centres and enterprise agencies, where advisers can hand them on to employers.



Some Wellcome news for Ulster pharmacist Oliver Mawhinney — £600 of holiday vouchers in the company's window display competition. Andy Ross (left), managing director of Wellcome Ireland presented Mr Mawhinney with his prize while area representative Wilbert Henderson (right) looked on.

by Xrayser

## Systems chosen or PPA trial

The Department of Health has decided which companies are to provide the computer systems for the trial linking pharmacies with the Prescription Pricing Authority.

The three chosen to provide the microsystems in pharmacies are John Richardson Computers Ltd, Vestric Ltd and Unichem Ltd. ICL will provide intermediate processing and communications.

Details of the trial, including which pharmacies will be involved, were to be discussed at a meeting with the Department on Wednesday as C&D went to press. Scheduled to start September 1 and run for six months, the trial will test the feasibility of electronic transmission of information from pharmacies to the PPA.

## Confusion over new CD rules

Some pharmacists are having problems with the new CD regulations which came into force on April 1, according to the NPA's information department.

Mrs Colette McCready, acting head of the department, says there is some confusion over which schedules require scripts to be endorsed with "CD" plus date of dispensing: this is a requirement for schedules 2 and 3 only.

Other callers have asked which CDs can be dispensed on repeat scripts (no repeats for schedules 2, 3), and about the handwriting exemption for phenobarbitone. There is also confusion over whether a receptionist can date a script for phenobarbitone. They cannot, but the doctor can stamp the date.

Many queries about malaria prophylaxis have been cropping up too. The NPA is no longer supplying a leaflet to members because the information it contains goes rapidly out of date as drug resistance patterns change in risk areas. Advice from the manufacturers is being relayed to callers.

□ The Manpower Services Commission has so far approved 207 places on the National Pharmaceutical Association YTS scheme. The contract confirming the NPA as managing agent has not yet been signed, although it is hoped that it will take place before the end of the month and the scheme can get underway.

## Returned scripts

I had about 30 scripts returned this month. Not bad, I thought, as I sat down to correct the errors in endorsements. But a bundle of "Not paid... disallowed" made me jump about a bit.

Three of them were for nitrazepam caps. Since these were receptionist slips we had endorsed them "tabs dispensed," confident that no-one in their senses would deny that we had given what the doctor intended, namely nitrazepam tabs. We believed we would be paid at the current generic price for them. But no, we ought to have known better. Payment was refused even though we gave what was wanted — Even though the Government would, as was the original intention of the generic listing, pay only the lowest possible price.

So I had to ring the practice, ask the receptionist to get me new scripts for what I had supplied and go and pick them up. What a farce! Am I or am I not a pharmacist, trained and responsible for dispensing, without supervision, Controlled Drugs, as well as uncontrolled drugs? I take this nonsense as a personal affront. What are PSNC doing about it?

I doubt if they can justify how they came to permit this ongoing insult to be repeated month by month. Is this the practical result of the "Resounding vote of confidence in pharmacy," which the chairman of Nuffield claims?

## Sparring partner!

The Spar chairman thinks the Vantage members are pathetic so far as trading image and identification are concerned. He made the point at the recent conference but did more than that. He told members they were giving too much emphasis to their own images, did not carry or even know the whole range of own brand products, and unless I misread him, suggested they didn't even know which products produced the best profit.

John Irish produced figures which showed the average Vantage member sold £40 of group products weekly whereas the Spar member sold £1,000. Nice controversial stuff. The average Spar grocer should trade, retail, anything between £5,000 to £15,000 a week — the average pharmacy may show a retail turnover of from £500 to £3,000 a week. The range of house products available in pharmacy can represent but a tiny proportion of the items sold. As an exhortation to concentrate on group lines

(whether they be Nusoft, Unichem or Vantage is immaterial) the Spar chairman was telling us what he was paid to say. And in broad principles he was right.

My own view, long argued and long ignored, is that three independent pharmacy symbol groups are two too many. We must be quite without sense in allowing this to continue when the forces which threaten us are not from our fellow professionals. They are from other retailers, grocers, drug chains, and to a lesser extent Boots, who must by now be recognised as a chain departmental store. It seems ridiculous to me that with a mere 9,000 pharmacies outside of these groupings we should be seeking to establish three distinct symbol groups when the lesson to be learned from the demise of the independent grocer is that we should concentrate on one joint pharmacy brand.

I entirely disagree with the contention that we concentrate too much on our personal image. In my view it is likely to be our greatest asset, and one which in the light of Nuffield is about to be recognised as our true strength. Grocery analogies, like American assumptions about the UK market, are by no means the only high road to success.

## Alternative Sunday Bill

It seems the illogicalities of present Sunday trading rules continue to irritate MPs. Some are proposing a new reform Bill with positive statements about who should be enabled to trade legally on the Sabbath. Well, since I have been shouting pretty loud, I have to say if rules are drawn and applied closely then I would agree.

I agree with the proposals of limited categories of traders, limited floor space, and limited hours licensed by Local Authorities against demonstrated need — rather like we shall have to show need before a new pharmacy may be opened under the new contract legislation. I would go further, however, and suggest that only when the owners are willing to work in the shops should permission be given. If someone who owns and works a small store chooses to open it on Sunday and is willing to work it himself, then that is his, or her, free choice. It is when employees are involved, particularly with the bigger companies, that my alarm bells shrill. It is the social consequences for those who, for whatever reason, are compelled to work which concern me as much, if not more than, the unbalancing effect major Sunday trading could have on the retail sector.

# COUNTERPOINTS

## Two minute pregnancy test

A rapid pregnancy test kit — the RAMP hCG — is the first product from Monoclonal Antibodies Inc using their new rapid absorbent matrix pad technology.

A pharmacist can perform the pregnancy test in five minutes, the makers say. The patient's urine is placed on the



pad, the ready-prepared reagents added and the results appear in up to two minutes. A blue dot colour indicates positive. The test detects as little as 50mIU/ml of hCG as early as 10 days after conception.

The kit contains enough reagents and pads for 50 tests (£60 trade). Included in the pack are patient report cards and free window or counter stickers saying that pregnancy testing is available in English, Hindi, Urdu and Arabic. A 20 per cent discount is offered on initial orders. Further information from *Medimar Laboratories, Freepost, 976 Gerrards Cross, Bucks SL9 9BS*.

## Colgate go for tartar

Colgate tartar control formula toothpaste is as important a breakthrough in oral care as fluoride toothpaste was in the 1970's, say Colgate. The toothpaste is to be supported by a £3m television campaign which runs nationally from early June.

The tartar control formula toothpaste is to be available in 50ml and 125ml tubes and in Colgate's pump dispensers. It is expected to sell for around the same price as blue minty or regular flavour.

A further £2m is being spent to promote regular flavour and blue minty gel brands bringing total television support to £5m nationally, say Colgate. In addition 10 million high value coupons will be delivered to households throughout Britain.



Colgate see tartar formula as "the ideal product to meet demand in a new emerging market sector." Consumer research shows that three out of four of those interviewed would buy the new brand, say *Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN*.

## PRESCRIPTION

### Atenolol added

Generics (UK) Ltd are introducing atenolol tablets. The 50mg biconvex tablets (28, £4.85 trade) are peach coloured and coded "AT50" on one side with the "G" company logo on the other. The 100mg tablets (28, £6.95) are peach coloured and coded "AT100" with the company logo on the other side. Both strengths are blister packed. Introductory offers are available. *Generics (UK) Ltd, Station Close, Potters Bar, Herts EN6 1TL*.

### Isomil soya protein milk

A new product has been added to Abbott Laboratories' nutritional range. Isomil soya protein infant formula is a baby milk free from lactose and gluten (400g cans, £2.44 trade). It is a Borderline Substance which is prescribable for milk protein intolerance, lactose intolerance, galactosaemia and galactokinase deficiency. Prescriptions must be endorsed "ACBS." *Abbott Laboratories Ltd, Queensborough, Kent ME11 5EL*.

## BRIEFS

**Flamazine goes into Securitubs:** The 500g pack of Flamazine now comes in a Securitub incorporating a tear-off tamper evident seal on the cap which can be broken by hand. The new style pack will be introduced for the 250g size in the Autumn say *Smith & Nephew*

## Iron touch from Ortis

Ortis liquid iron (250ml, £3.99) is a food supplement from Belgium which provides iron in a form less likely to cause digestive upsets, say distributors Brewhurst.

It is colouring and preservative-free with a base of mistella wine with bilberry extract. Some of the iron comes from the extract while the rest is provided as ferrous fumarate. A recommended daily dose is 5ml which provides 20mg of organic iron. A marked plastic goblet is supplied with every bottle. *Brewhurst Health Food Supplies, 45 Station Approach, West Byfleet, Surrey*.

## SPECIALITIES

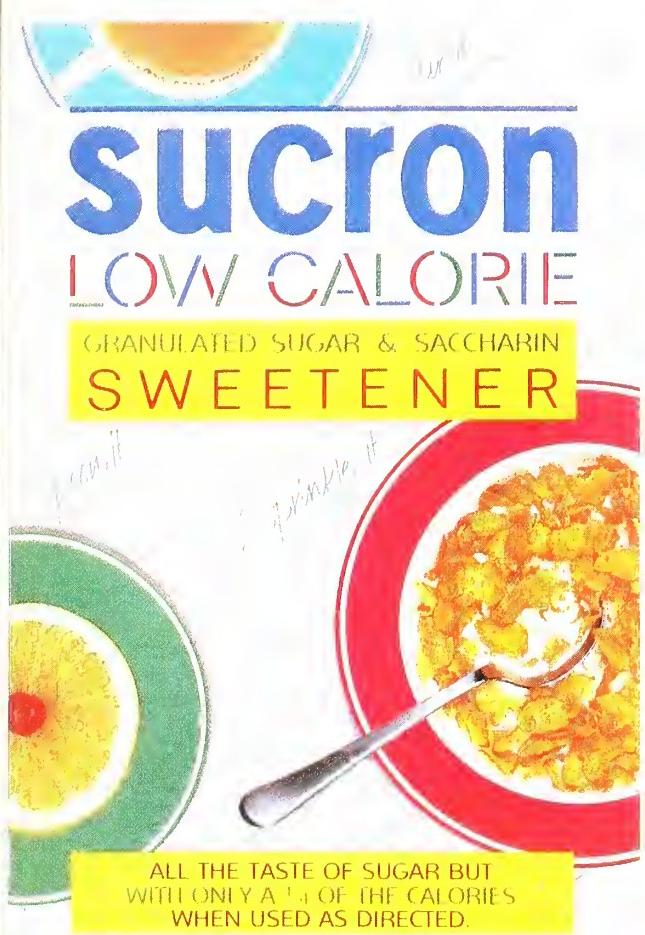
*Pharmaceuticals Ltd, Bampton House, Harold Hill, Romford, Essex RM3 8SL.*

**Smith Kline and French Laboratories** Ltd are transferring two products to other distributors on May 1. Kerecid ointment went to Allergan Ltd, Turnpike Road, Cressex Industrial Estate, High Wycombe Bucks HP12 3NR. Responsibility for the marketing and distribution of Pragmatar ointment will pass to Bioglan Laboratories Ltd, Spirella Building, Bridge Road, Letchworth, Herts SG6 4ET, from May 5. Expansyl Spansules were discontinued on May 2. *Smith Kline and French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY*.

**Pholcomed-D syrup** is now available in a 300ml pack (£1.90 trade). *Schwarz Pharmaceuticals Ltd, Schwarz House, East Street, Chesham, Bucks HP5 1DG*.

**Mevilin-L** measles vaccine is now available as a pack of ten single dose vials with 10 x 0.5ml water for injections (£12.54). The single and 50 unit packs remain available. *Evans Medical Ltd, 318 High Street North, Dunstable, Beds LU6*.

**Galen** are changing the name of their Galphol pholcodine linctuses to Galenphol on May 6. The company says stocks of Galphol can be used to fill prescriptions for Galenphol after this date. The move follows confusion with Wellcome's Calpol when handwritten on prescription forms. The company also say that notwithstanding Tariff increases for pholcodine and codeine linctuses, the prices of their Galcodine and Galenphol antitussives are unchanged. *Galen Ltd, Seagoe Industrial Estate, Craigavon, Northern Ireland BT63 5QD*.



Bright new pack design.

DON'T CUT OUT THE SUGAR. JUST CUT OUT THE CALORIES.



If you want to cut down on sugar you don't have to give it up altogether. Just replace

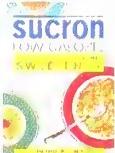
the Sucron. Sucron is real sugar coated with saccharin. It looks just like sugar and sprinkles

just like sugar. Yet because it's 4 times sweeter than ordinary sugar, you only have to

use 1/4 the amount so you only get 1/4 the calories. Have Sucron with coffee, tea, cereals

and in your favourite puddings and deserts too. You'll find it's just as delicious as

sugar. Weigh it up. If you don't use Sucron you're taking 4 times the calories you need.



£200,000 behind our new ad.

# WE'RE SUGGESTING PEOPLE PUT SUCRON WHERE THE SUGAR USED TO BE.

This year, Sucron will be shaping Britain's eating habits with a massive campaign appearing in the women's press.

Women will already be aware of the British Medical Association's recommendation to cut sugar consumption by half.

Now we'll be telling them that Sucron is the

low-calorie way to carry on using sugar.

75% of all housewives will see the ads and our radical new pack design which will be easy to recognise on your shelves.

As a result a lot of people will be eating Sucron this summer.

But you'll be the only ones getting fat on it.

## Pastale from Matchabelli

Pastale is a new fragrance being introduced by House of Matchabelli in June.

Packaged in cream and gold cartons with a peach and rust leaf design, the range includes an 8ml perfume (£20), 30ml and 50ml eau de toilette spray (£7.95 and £12.50), 30ml eau de toilette (£6.95), talc (75g, £2.95) and soap (£2.95). For the launch an introductory offer of a 15ml trial size spray will be available at £3.95.

Matchabelli are backing the perfume with a £1.8m television and women's Press campaign from August to December, with advertisements following a romantic poetry theme.

The fragrance is said to be aimed at the premium end of the market and based on a bouquet of rose, jasmin, jonquil and tuberoose with lemon, galbanum and ylang



ylang and undertones of vetyver and oilbanum.

Steve Newiss, marketing manager comments: "To date Matchabelli has not been represented in the growing premium mass sector. We are determined to establish the Pastale fragrance in this area". *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

## Wassen mix a cocktail — OK

Wassen International have launched a trace element cocktail containing zinc, iron (as iron yeast), manganese, copper, iodine, chromium, selenium (as selenium yeast) and molybdenum (30 tablets, one month's supply, £2.67; 90 £5.87).

Magnesium-OK is a daily nutritional supplement for women (30 tablets, £2.67; 90, £5.87). It contains magnesium, potassium, zinc, manganese, copper, selenium, chromium and vitamins B1, B2, B6, C, D and E in a balance which is claimed to encourage the body to manufacture gamma-linoleic acid. Distributors: *De Witt International Ltd, Seymour Road, London E10 7LX.*

## Ames — pleased to meter...

Glucometer II from Ames gives a blood glucose reading in 50 seconds and is designed for home monitoring.

Glucostix reagent strips which have been developed for maximum benefit with the new meter, come in lightweight plastic bottles of 50 (£9.40 trade). They are suitable for diabetics just starting blood glucose monitoring because they can be read visually or with the new meter, says the company.

The basic Glucometer II kit with 9V battery, check strips and operating manual costs £89. The deluxe kit which includes 50 Glucostix strips, an Autolet plus lancets, a Glucolog record diary, tissues and audio cassette, all in a simulated leather case costs £99, say Ames. Details from the diabetes systems manager. *Ames division, Miles Laboratories, PO Box 37, Stoke Court, Stoke Poges, Slough SL2 4LY.*

## Fishy deal...

Searle Pharmaceuticals, makers of Canderel low-calorie sweetener have announced a sponsorship package with Windsor Safari Park. The deal involves a year's sponsorship of "Honey" one of the dolphins at the park.

"With our advertising using dolphins this sponsorship was a natural progression and will reinforce the theme" says Laurie Callow, product manager for Canderel. *Searle Pharmaceuticals, Whalton Road, Morpeth, Northumberland.*

## Bit of lip...

This week sees the start of a television campaign for Lipcote.

The £30,000 campaign will break first in the Thames area and will go national at the end of the month to run through to the end of July. A similar campaign last year for Lipcote increased sales six-fold say, *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.*

## More exposure from Ilford

Ilford Photo are introducing 35mm Ilfochrome 24 exposure to replace the existing 20 exposure cassette.

It is E6 compatible and Ilford Photo offer a processing service, utilising an Ilfochrome envelope obtainable from Ilford stockists or directly from the company. The recommended price will be £3.43 per unit including VAT. As part of the processing service, a contact sheet is also available from mounted transparencies at an additional cost of £2.25. *Ilford Ltd, 14 Tottenham Street, London W1P 0AH.*

## Varied Vaseline for Summer

Chesebrough-Pond's are running a Summer pack promotion on regular and herbal with aloe variants of Vaseline intensive care lotion.

From May through to August consumers will be able to buy 240ml packs for £0.99 — the normal price of 200ml.

Promotional packs will carry a "for Summer skin care" message, backed by a colour flash of a Summer scene emphasising the product's use as an aftersun lotion. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*



Carob Bites from Allisons are a new addition to the Booker Health Products range. There are two varieties, orange and lemon, which retail at £0.33 (75g). *Booker Health Foods Ltd, Healthways House, 45 Station Approach, West Byfleet, Surrey.*

## Creighton take the natural step

Creighton Laboratories, manufacturers of vegetable based toiletries, have added three new ranges to their natural beauty collection.

The evening primrose skincare range includes a cleansing lotion (150ml £3.57), toning lotion (150ml £3.05), moisturising



otion (day, 150ml £3.50), moisturising cream (night, 50g £3.73), moisture cream (30ml £1.99), evening primrose soap (100g £0.95), facial scrub (50ml £3.69), and hand and body lotion (150ml £3.77).

The apple bath and shower range has bath gel (200ml £2.60), oil (150ml £2.99), conditioning shampoo (200ml £2.99), soap (100g £0.95), bath seeds (30g £0.45), and body scrub (150ml £2.75).

New fruit fragrance soaps in apple, avocado, blackcurrant, peach, strawberry and tangerine are also available (100g £0.95).

A £20,000 national advertising campaign in the health media begins this month and will expand in the Autumn to appear in the women's Press. Details from *Creightons Laboratories Ltd, Water Lane, Storrington, Sussex RH20 3DP*.

## Kodak in a country garden

Kodak will be encouraging visitors to the National Garden Festival in Stoke-on-Trent, which opened this week, to use their cameras on a phototrail set out by the company.

For those without cameras there is to be a camera loan scheme run from the Kodak kiosk which along with a Kodak 'shop' will be selling film.

The franchise for the Kodak shop has gone to Crewe pharmacy P. Williams (chemists) Ltd. Proprietor John Williams and his son Steven will be manning the

shop along with some hired help. They are planning to offer a develop and print service using their own D&P facility above their Crewe premises. As an incentive to have films processed Mr Williams plans to run a holiday competition.

School children are also being encouraged to "get snapping" with schools presentation packs which were distributed to 30,000 schools in Britain giving information on the festival and projects linked with it including the Kodak conservation awards. The festival runs until October 26. As part of Kodak's leisure programme the company will present at 40 locations throughout Britain this Summer. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts.*

## Snap me a line

Snapshot is a new range of stationery that links photography and the writing of letters, postcards and greeting cards.

The main thrust of the Snapshot launch will be in June, with national Press, radio and television and provincial media coverage planned throughout the year.

Prices range from £0.89 for a photoframer or photogreeter to £0.99 for photoletters. There are 40 different designs of stationery, with more planned for the Autumn. *The Photographic Stationery Co Ltd, 25 Thurloe Street, London SW7 2LQ*.

## Galloping Hedex...

Sterling Health are promoting Hedex through a sponsorship deal with the British Equestrian Society. The promotion will include supporting the Hedex speed stakes at the Royal International Horse Show in June. The brand logo will appear on hoardings and Sterling Health expect the event to receive extensive television coverage. *Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS*.

## Beer and toast

Unican are backing the launch of their Celebration bitter (1.96) — commemorating the World Cup finals — with an on-pack competition. Six Sinclair flat screen pocket televisions are offered as prizes to customers submitting the most original toast to the Cup winners, along with the ingredients panel from a kit label. *Unican Foods Ltd, Unican House, Central Trading Estate, Bath Road, Bristol*.



Ciba Consumer Pharmaceuticals are introducing a new counter display unit for Otrivine hay fever formula. The unit is 14ins tall and holds 20 packs. It has two shelves and carries product information on the back. The units are available free from Ciba representatives or from *Ciba Consumer Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex*

## Supplemented supplements

Nutricare Ltd have added Dismutase enzyme tablets to their range of vitamin and mineral supplements. Each tablet contains 1.3MU of superoxide dismutase and catalase per tablet with two pack sizes: 60 (£6.95) and 120 (£13.45). *Nutricare Ltd, 736 Christchurch Road, Bournemouth, Dorset*.

## Flies from the continent

The continental 220 volt mosquito destroyer is an addition to the Spira range from Travel Accessories, designed for use on the Continent. The electrical appliance heats a chemically impregnated tablet releasing a lethal vapour, says the company. The makers claim a 10-hour lifespan for each tablet.

The Spira Continental — already sold in Europe — comes with 30, 10-hour tablets and retails at £4.95. Replacement tablets are available packed 30 to a box at £1.75. A 12 volt version is also available. *Travel Accessories (UK), 10 Shelley Drive, Lutterworth, Leicestershire LE17*

BEAUTY  
—from—  
WITHIN

TOP

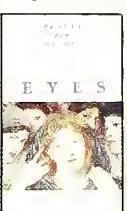
# SKIN



© English Grains Limited 1988

## A NEW BRAND FROM THE ENGLISH GRAINS PORTFOLIO.

*Beauty from Within* is a new range of multinutrient tablets, formulated to feed those areas which are the key to a healthy appearance: skin, hair and eyes.



The packaging and point of sale material gives **Beauty from Within** a unique image.

National advertising, including colour pages in *Cosmopolitan*, *Woman's Journal*, *Living and Here's Health*, will ensure maximum exposure to the most advantageous readership.

Pre-launch research indicates that at £2.99 RRP, demand for **Beauty from Within** is going to be extremely high.

For further details call (0283) 221616, or write to: **Beauty from Within, English Grains Limited, Park Road, Overseal, Burton-on-Trent, Staffs. DE12 6JT**



## Brylcreem gels together

Beecham Toiletries are extending their range of hairstyling products for men with Brylcreem gel (125ml, £1.09). £1m of advertising support is planned for the product.

It is the first mass market hair gel aimed exclusively at men and can be used on all hair types, says the company. It doesn't flake and washes out easily. The gel comes in a tube with black and white graphics that compliment Brylcreem styling mousse.

The national advertising campaign is designed to reach more than 70 per cent of the target audience — males aged 16-30 years. Television advertisements are planned to run in selected regions including Central, Tyne Tees and Central Scotland. A poster campaign is set to run from July in London and the regions where television commercials will be seen.

Beecham Toiletries marketing director John McPherson comments: "When the original Brylcreem was relaunched so successfully last year we proved we were capable of coming back. Now with the styling mousse doing so well and the gel set to follow, we're definitely moving ahead." Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

## Put on a pound

Robinsons of Chesterfield will be running a national "cash back" promotion on its products this Summer. The promotion appears on standard packs and will run between June 2 and August 1. Consumers are offered a presentation case containing a newly minted £1 coin in return for four proofs of purchase. Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.

## Schick pack

Schick are bridging the gap between systems shaving and disposable razors by introducing a shave-pack of 10 Super II Plus blades with a built-in push clean device with a full size plastic razor.

Schick are launching the new yellow, black and red shave pack, aimed at the 17-30 age group, at a retail price of £1.95 — with a 30p off next purchase coupon. *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs.*

## New Dimensione

Dean Warburg Marketing have introduced a bodycare system for men called Dimensione Uomo. The fragrance is described as a "fresh, aromatic blend of herbs and musky wood." Products in the range include eau de cologne (100ml, £18.95), pre-shave and after-shave lotion (100ml, £13.50), shaving foam (£5.50) and cream (£4.50), deodorant (£6.50), shampoo (£3.50) and soap (£3.75). *Dean Warburg Marketing Ltd, 16 Saville Row, London W1X 1AE.*

## Boutique looks peachy...

A new colour is being introduced into the Kleenex Boutique range of cosmetic tissues.

Following consumer research, cartons

containing peach and vanilla tissues are replacing the current box of green and yellow, and peach packs are also being introduced into the Boutique cotton wool pads range.

Kleenex Boutique has a 60 per cent share of sales of branded products in the £7m cosmetic facial tissues market, say *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

## Haymine's reminder

Three point of sale items will be available this Summer for Haymine.

For shop windows there is a sticker bearing the message from either side: Haymine — relief from hayfever — under the Haymine trademark.

For pharmacy doors, an open/closed sign slides across easily and carries the same Haymine message. And lastly there is a shelf wobbler. *Chemist Brokers Ltd, division of Food Brokers Ltd, 3 Copse Lane, Esher, Surrey KT10 9EP.*



National account manager for Crookes Products Gary Miller and Kieran O'Callaghan from the recently-acquired Farley Health Products, were at Unichem head office recently to present Unichem with a commemorative plaque to mark the achievement of breaking the £2m sales barrier during the last trading year. The plaque was received on behalf of Unichem by Ray Leslie, purchasing manager, and Adrian Browne, senior O.T.C. buyer. Pictured left to right: Kieran O'Callaghan, Gary Miller, Ray Leslie, Adrian Browne



# THE SWISS FORMULA FOR A FULL LIFE

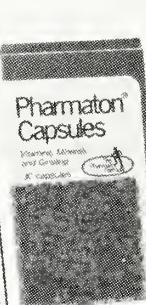
Pharmaton®  
Capsules

Vitamins, Minerals  
and Ginseng  
30 capsules

THE SWISS HAVE ALWAYS KNOWN THE NEED FOR NUTRIENTS.

TO MAKE FULL USE OF THE FOODS IN TODAY'S LUNCH, DEPENDS UPON YOUR ABSORPTION OF THE NUTRIENTS IN YESTEI.

12 The Daily Telegraph, Friday, March 14, 1986



THE SWISS  
KNOWLEDGE  
NEED CAPSULES

Consider the  
just like your body.  
Digestive system  
inadequate can  
Skipped in  
reduce the need  
Safeguard  
Capsules.  
A unique  
Britain. From

Food. It provides the vitamins  
and minerals our bodies need.  
Even our ability to digest  
is governed by the level of nutrition.

After too many meals or eating  
too much food, our bodies can become  
short of vital vitamins and minerals.

Neglecting your diet  
unavoidable we  
causing a loss  
sense of well-being.

THE SWISS

Wilberforce, in which he  
lived by Tyneside was distrusted  
by reforming zeal and  
Radicals who disliked his  
independence. William Cobbett  
once memorably branded him  
most conscientious hypocrite.

Previously that

prone to clerical  
book opened. Wilberforce  
joined by Unitarian  
reformers  
Radicals  
under  
once  
so

nothing less than the moral  
regeneration of his age.

Good  
himself to him like  
goodwill, he was a  
poor and even a founder  
RSPCA. In most of his  
successful--he died  
days after slaves had  
abolished throughout  
England and, as it  
convinced him, argued  
adequate no doubt could

Wilberforce, was  
nothing less than the moral  
regeneration of his age.

# OUR SALES SUPPORT FOR PHARMATON CAPSULES IS FULL OF ACTIVE INGREDIENTS.

The national dailies. Specialist media. Consumer ads. Year round advertising. Attractive full colour leaflets. Eye-catching point of sale material.

Our sales support will be giving you everything you need to boost your sales of this health-promoting product. Pharmaton.

The No. 1 formulation from Switzerland. A country famous for its pharmaceuticals.

Throughout the year our national advertising will be telling your customers how Pharmaton Capsules can help them lead a fuller life.

Pharmaton Capsules are one of the world's top selling supplements, and we'll be pouring our full resources into them here.

Creating a strong brand awareness, to establish them quickly as Britain's leading quality vitamin and mineral preparation.

We're anticipating quite a response — make sure you're ready to meet it.

Pharmaton Capsules are available from all leading wholesalers with a generous profit margin for you in every bottle.

Contact Bob Scott on 01-391 2323 for full details or write to him at UniChem.

**UniChem** 

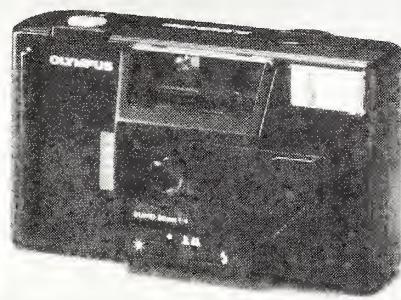
UniChem Ltd, UniChem House, Cox Lane, Chessington, Surrey KT9 1SN

THE COMPLETE SERVICE FOR INDEPENDENT PHARMACISTS

## Supertrip for Olympus

Olympus are re-entering the lower price sector of the 35mm compact camera market with the Olympus Supertrip, expected to retail at around £50.

The camera features a Zuiko 35mm F4 three element lens. It has a fixed focus range of 1m to infinity and accepts film of 100, 200 or 400 ASA. Film advance and rewind are manual and there is a built in



flash and low light indicator to tell the operator when to switch it on. The power source is two 1.5V "AAA" batteries. The camera weighs 6oz and measures 4.5in by 2.6in by 1.8in.

The Supertrip is aimed at first time

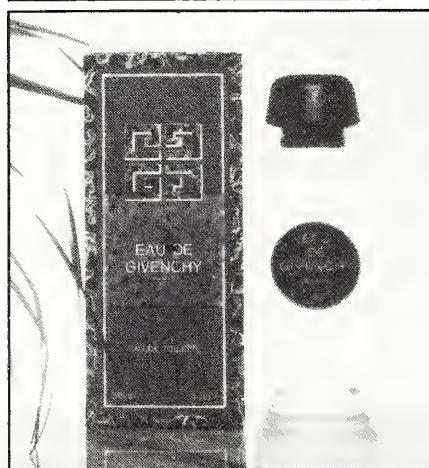
buyers and those won over from disc and 110 who want quality but don't want to pay too high a price for it, say Olympus. The camera should also appeal to gift buyers.

The compact sector of the photographic market is currently the biggest growth area and Olympus expect more than one million compact cameras to be sold this year compared to around half as many SLRs. In fact compacts account for around 40 per cent of the £260m photographic hardware market, says the company. And the competition is increasing in the compact sector: five years ago there were some 200 models on the market, today there are about 300. Olympus say they now want to attack the non-autofocus sector of the compact market. The company says that 37 per cent of compact cameras sold are in the up to £50 bracket. It is hoped that the Supertrip will do as well as its predecessor, the Trip 35, of which more than 100,000 were sold. As an initial promotion Olympus are running a competition for retailers and one for the public in which holidays can be won. Retailers can enter a display competition and the public just have to answer four questions on a leaflet available when they buy their camera, say Olympus.

The Supertrip is to be available through Sangers Photographic or direct from Olympus Optical Co (UK) Ltd, 2 Honduras Street, London EC1Y 0TX.

added salt. Distributors Brewhurst Health Food Supplies, 45 Station Approach, West Byfleet, Surrey.

## Summer style



Givenchy are repackaging eau de Givenchy. The new design is similar to that of the Ysatis range but in the Givenchy brand's own bright blue colouring. Parfums Givenchy, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey.



Winner following a Vichy seminar held in Coventry, sales assistant, Miss Sarah Thompson receives her gift of Braun electrical goods from Vichy regional sales manager, Steve Thompson. Sarah achieved "excellent" sales figures following the training seminar. She is pictured with her employer Mr Richardson of N.L. Richardson Ltd, 351 Warwick Road, Solihull, West Midlands

## 'Wicked' Press for Radox

Following a recent burst of television advertising, Nicholas Laboratories are supporting the Radox range with a £150,000 women's Press campaign.

Advertisements will appear from May to October. Catchlines carried over from the television commercial are "wickedly soft" for the foam bath; "shamelessly smooth" for the shower creme, and "scandalously pure" for the liquid soap. Nicholas Kiwi Division of Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.

## Huggies launch?

A market rumour that Kimberly-Clark are considering launching Huggies, their US disposable nappy brand, in the UK market, was not denied this week by their director of UK personal care division Barry Tubbs. "Kimberley-Clark is extremely interested in this market worldwide and we are reviewing this along with other large market opportunities in the UK. Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.

The Elida Gibbs commercial featuring the company's relaunched Sunsilk hairspray features the fashions of designers the Emmanuels, the music of David Dundas and the Ballet Rambert dancers, not as stated in C&D April 26.

## Something afoot

Healthlink UK are distributing a range of foot massage creams developed by a chiropodist. The creams contain essential oils and are free from artificial colourings.

There are five Pedicare creams (£3.45) — for stimulating circulation, for tender inflamed feet, dry cracked skin, tired aching feet and excessive perspiration. A starter pack of four of each variety is available (£40 trade). Healthlink UK Ltd, Templar House, Temple Way, Bristol BS1 6HG.

## Healthy stock

Stock cubes for vegetarians, slimmers and people concerned with healthy living are being introduced by Kallo Foods under the brand name Friggs.

There are three varieties — vegetable, tomato and onion — all free from artificial flavourings, including monosodium glutamate, colourings, preservatives and lactose. They provide 25 calories per pint of stock (six cubes for six pints, £0.54-£0.58). Sea salt is included but there are plans to introduce cubes with no

# THE BEST SELLERS



At Palmolive we're enjoying the sweet smell of success.

Since we added the New Fragrant White bar to our range, it's become the biggest selling white soap on the market. In fact, Palmolive Soap



is brand leader, currently enjoying a market share of 17.9%.\*

We're inviting you to bathe in our success by stocking more Palmolive soaps.

You could find the change very refreshing.

\*Source: Independent Consumer Audit.

PALMOLIVE SOAP IS THE U.K. BRAND LEADER

## Elida to make an impression?

Elida Gibbs are extending their Impulse range with a new fragrance, Impressions.

The company says the new variant has a romantic aura with top notes of mandarin, and ylang ylang, supported by orange blossom, iris, tuberose and jasmine with touches of sandalwood, bourbon and vanilla.



Impressions and Chic are to be advertised on television as part of the £2.6m promotional package for the brand this year. Television advertising will break nationally in June. A new poster campaign is planned as is advertising in young magazines — details will follow. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

## Care display

Care Laboratories are running a competition to encourage pharmacists to display their Savlon and Cepton merchandising units.

Names of those featuring the units will go into a draw, with first prize of a microwave, stereo or video and 100 runners-up prizes of Victoria Wine vouchers. *Care Laboratories Ltd, Lindow House, Beech Lane, Wilmslow, Cheshire.*

## Beauty queen is crowning touch

Pranavite Slim are backing their sponsorship of the Miss England broadcast — which they estimate will be seen by 15 million people on May 15 — with national Press advertising and a trade competition.

Advertisements will appear in all the national daily and Sunday papers. The

trade competition for the best in-store display offers as first prize a visit from the new Miss England to the winner's shop. POS material is available from *H.t.B. (UK) Ltd, 60 Osmondthorpe Lane, Leeds LS9 9EF.*

## New Era of ads

New Era Laboratories are spending £1.4m on advertising their complete range of biochemical remedies.

From May for six months, colour advertisements will appear in the women's Press, including *Woman's Own* and *Woman's Realm*. *New Era Laboratories Ltd, Hedon Road, Marfleet, Kingston-upon-Hull HU9 5NT.*

## Nailed in Press

Mavala have this month launched a new consumer advertising campaign for their nailcare range.

The quarter page black and white insertions will appear in leading women's magazines and the *Observer* colour supplement. The campaign will run through the Summer. *Mavala Laboratories Ltd, 16 Morewood Close, London Road, Sevenoaks, Kent.*

## Regency put on their glasses

Regency Film Services are running a three-month dealer incentive scheme.

From April through to June dealers achieving the largest year on year percentage increase in D&P will be eligible for prizes of cut glass and silverware. The top 20 dealers in April will receive two crystal glasses, winners in May four more and June winners a matching decanter. The top five across the competition period also win silver plated salvers. *Regency Film Services, 476 Hertford Road, Enfield, Middlesex.*

## ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HIT Wales & West
CITV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	Bi TV - am	

Actifed Expectorant & Compound linctus: G,Y,C,A,LWT  
 Alberto VO5: All areas  
 Amplex: C,TVS,LWT,TTV,C4,Bi(C,TVS,LWT)  
 Askit powders: GTV,STV

## S&N prepare for birth

Smith & Nephew Consumer Products — makers of the Dr. White's range of towels and tampons will be mounting a sampling campaign to expectant mothers.

Over 350,000 sample packs of Dr. White's Maxi press-on towels will be distributed.

Joining forces with Bounty Services the sample pack contains three samples of Dr. White's Maxi press-on towels and the Sister Marion advisory leaflet on "After Baby's Birth" which includes a 15p coupon. It will be distributed in the Bounty mother-to-be bag via ante-natal clinics nationwide to mothers in their 28th-32nd week of pregnancy. The campaign will run for a full year beginning this month.



The company is supporting Stick-on Lilia towels with a 20 per cent extra free promotion.

The promotion, offering two free towels and will be flashed on regular and super packs of ten. It is running until the end of June or until stocks last. *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DY.*

From May 1 Eucryl toothcream will be available in special 69p flash packs. During June it will be supported by regional television bursts of the 30-second animated commercial. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

Baby Wet Ones:	All areas except C4,E
Benylin paediatric:	Y,C
Carnation Build-up:	G,Y,A,TVS,T
Coppertone:	All area
Cosifits:	Bt (All areas)
Delrosa:	All areas except U,CTV,C4,E
Haze:	All area
Jaap's health salts:	GTV,STV
Listerene:	All area
Mirair:	All areas except STV,G,E
New Germolene 2:	All areas except STV,G,E
Revlon Flex:	All area
Scholl Fresh Step insoles:	All area
Simple:	C
Sweetex:	All area

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## Smooth move from Gillette

Gillette's latest weapon in the battle for brand leadership of the shaving market is Contour Plus, a systems razor with a lubricating strip. The polyethylene oxide lubricator is released on contact with moistened skin. Like Contour, the razor has a pivoting twin-blade head, and the lubricator is positioned just above the



blades.

Contour Plus is being backed by a £2.8m advertising and promotion programme with £2.2m spent above the line for the first six months after the launch. This includes a £1½m television campaign, breaking nationally at the end of June. At the same time a £160,000 national Press campaign will feature 30 million 25p off coupons. The product will carry a 15 per cent price premium to Contour. A razor and two cartridges will retail at £1.39 with cartridge 5s at £1.29 and 10s at £2.29. A price promotion offers the 5s and the razor at £1.19 each and the 10s at £2.09 during May and June.

Gillette believe the systems sector has held a fairly steady share of the market — 42 per cent of total value. They claim an 86 per cent share of this sector and say the scope for growth lies here, rather than with disposables, which dominate the shaving market and bring its value down.

A launch merchandiser for chemists will feature six free metal handled Contour razors in a pack. Launch shippers of 24 are available, as are rack head cards and peg reservers. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*

## Haleko: healthy look at UK

After establishing a number of health food brands in Europe, Haleko are launching the Multaben range in the UK.

They are nutritionally balanced, naturally flavoured health drinks in chocolate, strawberry and banana (350g, £2.15) which are made up with water or milk. They can be used by slimmers as part of a calorie controlled diet but are

intended mainly for people skipping meals.

Multaben health muesli is sweetened with fructose and has added vitamins and minerals (400g, £2.35). There is also a nutritionally balanced protein bar, said to be the largest selling "energy bar" in Germany, Italy and France (42g, £0.43).

The products are being launched in July with Press advertising in London and the South East, but will be available nationally. A muesli bar is in the pipeline for September. *Distributors: Multaben Health, Milton Farm, Westcott, Dorking, Surrey.*



## Perlana push

British Tissues are supporting the UK launch of Perlana fine-fabric shampoo (500ml, £1.79) with a £1m advertising campaign.

From June 16 a national television promotion will be supported by advertisements in women's magazines and national newspapers. "The advertisements emphasise that Perlana is an upmarket and luxurious product for handwashing fine fabrics but at the same time it is very economical to use — 52 washes per bottle," says sales director Bill Bainbridge. *British Tissues, Lowlands House, 43 Lowlands Road, Harrow, Middlesex*

## Battered by rules

Ever Ready are looking at ways of making battery packaging easier to follow.

A consumer study revealed some confusion. There are plans to clarify presentation, with recommendations to manufacturers, and to retailers about display, as well as improved packaging. *Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London N14 5AN.*

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Piriton is made by Allen & Hanburys and has an established reputation for effective therapy, trusted by professionals and remembered by name by the public.

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30 tablets 4mg

# PIRITON

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Allen & Hanburys Limited, Greenford, Middlesex UB6 0HB. Piriton is a trade mark.



# On the 15th May 15,000,000 people will see Pranavite Slim sponsor Miss England 1986 on T.V.

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SLIM**

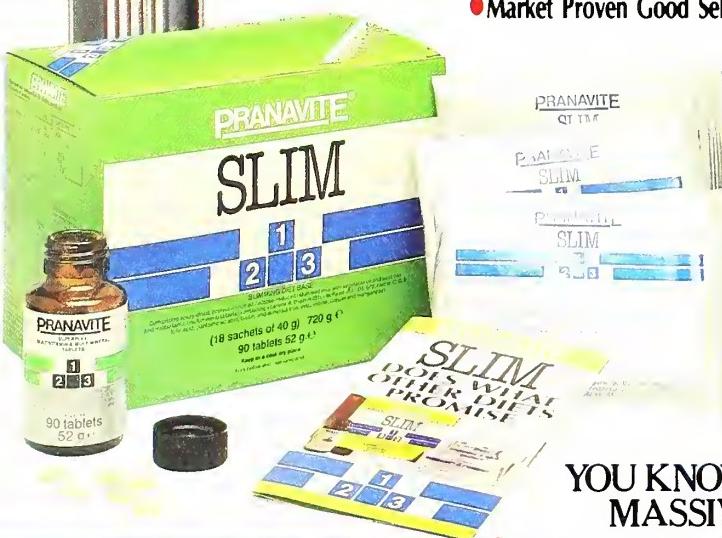
THE 1986 MISS ENGLAND FINALS  
SPONSORED BY PRANAVITE SLIM WILL BE  
BROADCAST BY THE INDEPENDENT TELEVISION  
NETWORK LIVE ON THE EVENING OF MAY 15th. 1986

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20 MILLION PEOPLE - REINFORCED  
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- Market Proven Good Seller.

- Established Brand Leader.  
(Source: Independent Retail Audit, February 1986).
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- Retailer incentive schemes.
- Free point of sale material to help you to create your own in-store displays.



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Create your own PRANAVITE SLIM window displays using our **FREE MERCHANDISING MATERIAL** and the Winners will have the guest appearance of Miss England 1986 to promote their business.

**LOOK OUT FOR OUR MAILSHOT WHICH WILL BE SENT TO YOU SHORTLY WITH FULL DETAILS OF THE COMPETITION.**

YOU KNOW THIS CAMPAIGN WILL CREATE MASSIVE DEMAND—STOCK UP NOW!

**Stock up Now!**

1  
2 3



## Hi-shine energises

Henna Hair Health are launching four new conditioners and shampoos under the Hi-shine label.

Hi-shine Henna is non-colouring and suitable for all hair types, says the company. The range consists of energising hair wash (300ml, £1.65) and conditioner (300ml, £1.75) — designed for tired, lifeless hair that tends to be greasy. Calming hair wash (300ml, £1.65) and conditioner (300ml, £1.75) are suitable for over coloured and permed hair.

All the products contain henna extract and vegetable proteins. *Henna Hair Health Ltd, Classic House, 174 Old Street, London EC1V 9BP.*

## TV campaign brewing

Geordie Viking Brews take to the airwaves in May with two new television commercials.

The two spots, a 30 and a 10 second, show Geordie's "high quality natural ingredients".

The £350,000 campaign is centred in Central, Granada and Yorkshire television areas and runs throughout May. Its first screening is during News at Ten on May 1. *Viking Brews Ltd, Station Road, Kings Langley, Herts WD4 8LJ.*

## All change...

Sunglasses with interchangeable lenses and side arms are being introduced by Multisport Optical.

Two packs are available containing a pair of frames, two sets of side arms and a slide-in case. Multisport 1 pack contains polarised lenses in tan or grey for use in bright conditions (£18.99). Multisport 2 has tan or yellow polycarbonate image-intensifying lenses which are said to enhance colour, detail and contrast in dull lights (£23.99).

The normal side arms, adjustable in three positions, can be replaced by the sporting side arms which fit closely round the ears.

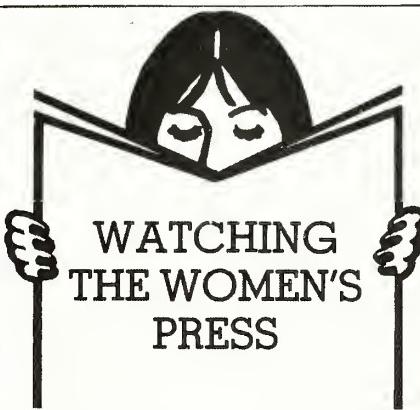
All the lenses are available separately. An additional image intensifying rose lens is intended for bright days and there is an optically clear protective lens (£5.50).

There is a year's guarantee and minimum orders of six pairs in a display box-cum-carriage paid on all orders up to and including August 1. Multisport glasses are said to have made a big impression in the USA. *Multisport Optical, 8 Ham Lane, Powick, Worcester WR2 4RA.*

## Spicey offers...

Shulton are promoting Old Spice with special offers through May and June.

The 75ml aftershave will be available at £1.99. To promote trial there is a 25 per cent extra offer on aerosol deodorant and anti-perspirant. White anti-perspirant stick is reduced to £1.49 and the red stick deodorant to £1.29. There is an introductory offer price of £1.39 on the fresh scent stick. *Shulton (GB) Ltd, Shulton House, Alexandra Court, Wokingham, Berks.*



The following column lists advertisements for chemist merchandise appearing in the IPC women's Press in May. The magazines are divided into weeklies (W), monthlies (M) and teenagers' (Y).

Alberto Balsam:	W M	
Silk:	M Y	
Elizabeth Arden		
Advanced Extract	M	
Flawless Finish:	M	
Lagerfeld:	M	
Ashe Sherleys:	W	
Vitapointe:	W	
Bayer Limmits:	W	
Beechams Quickies:	Y	
Shadlers & Toners:	Y	
Booker Health fruit teas:	M	
Bowater Scott Bodyform:	W	
Bristol Myers Clairol:	Y	
Glints:	Y	
British Tissues:	W	
Carter Wallace Nair:	Y	
Charles of the Ritz Carrington:	W	
Chattem Sun-In:	Y	
Chefaro Bergasol:	Y	
Colgate Palmolive soap:	W	
Ciba Piz Buin:	M	
Combe Lanacane:	W M Y	
Vagisil:	M Y	
Crookes Femfresh:	W Y	
Cussons 1001:	W	
DDD Blisterize:	Y	
Dentinox:	W	
Stain Devils:	W	
Elida Gibbs Sunsilk:		Y
Sure:		Y
Timotei:		M Y
English Grains Beauty from Within:		M
Ethichem Witchstick:		Y
Eylure Elancyl:		M
Faberge Fleurs du Monde:		M
Giorgio Parfum:		M
Rene Guinot:		M
Health & Diet Luaka tea:		M
Houbigant Raffinee:		M
ICC Bisodol:		M
Anne French:		Y
Immac:		Y
Intercare Aller-eze:		Y
Ex-Lax:		W M
Janssen Arnett:		W M
Johnson & Johnson KY jelly:		W
Vespre:		W
Lilia White Dr White:		Y
Lil-lets:		Y
Mavala:		W Y
Mentholatum Stop-n-Grow:		Y
Milupa:		W
Nicholas Labs Almay:		Y
L'Oreal Ambre Solaire:		W M
Belle Color:		W
Biotherm:		M
Elnett:		M
Oscar de la Renta:		M
Parim Forte Vital:		M
Phillips Petcare:		M
Reckitt & Colman Senokot:		W
Revlon:		M Y
Richards & Appleby Buf Puf:		M
Rimmel:		M Y
Roc:		M
Seven Seas Healthcare:		W
Tampax:		W Y
Thomas Christy skincare:		M Y
Thompson Bran Slim:		W
Thornton & Ross Zoflora:		W
Uniclife TCP:		W Y
Unipath Clearblue:		W
Vichy:		M
Wella:		W M Y
Whitehall Labs Anadin:		W
Windsor Uvistat:		M
Zena Cosmetics:		Y

# Diabetes mellitus

## part 3:

In the third of four articles on diabetes mellitus, Russell J. Greene, Chelsea Department of Pharmacy, King's College London, turns to management of the disease, and in particular the role of insulin. The article deals with the normal management of diabetes and does not consider emergency situations, such as ketoacidotic coma.

## Management — insulin and diet

The principal objective in managing diabetes is to restore the normal blood glucose level and maintain it within the normal range, minimising the risk of significant organ damage and long-term complications mentioned in the previous article.

However, it is impossible to avoid complications completely, since the changes which eventually lead to overt symptoms and diagnosis may begin ten years prior to diagnosis, by which time some damage has inevitably occurred. There is considerable controversy about the extent to which very good control of blood glucose will prevent long-term complications. One major problem is that insulin therapy, while it may maintain acceptable blood glucose levels, does not reproduce the normal physiological pattern of insulin secretion (figure 1).

Nevertheless, good control does minimise the severity of many of the complications, so it is wise to aim at this, while avoiding undue rigidity or obsessiveness. Further, particularly in the elderly and in juvenile insulin dependent diabetes (IDD), attempts to control blood glucose levels meticulously may lead to hypoglycaemic attacks, or be thwarted by poor patient compliance.

### General measures

The treatment of diabetes includes much more than dietary control and suitable medication: careful attention to good general health, and the limitation of complications and their effects, are mandatory. Education also gives substantial benefits (table 1).

**Psychological factors.** Metabolic control may be affected by the patient's management of diet and drugs and by a morbid preoccupation with the disease, the latter releasing stress hormones which can increase blood glucose levels. The attitude of parents and siblings towards affected children, and of family and friends in the elderly, may also be important.

Equally important are the attitudes of the health care team: doctor, community nurse,

dietician and pharmacist — the advice given by all of these should be harmonious. The attempted imposition of very strict regimes may be counterproductive.

**General health care.** In the older diabetic, arterial disease is a major cause of morbidity. Since obesity, hypertension, hyperlipidaemia and smoking are major cardiovascular risk factors, these should be controlled; smoking should be stopped completely. Problems, particularly with eyesight and feet, may also arise, so special care should be given to these.

### Diet

This is the cornerstone of diabetic therapy. The precise way in which it is managed will depend on the severity of the disease.

In mild forms, eg the non-obese Type II diabetic, an *unmeasured diet* is usually used. This is based on three categories of food: those to be avoided completely (fried foods and those containing readily available sugars), those which may be eaten in moderation (high fibre vegetables and cereals, such as potatoes, peas, baked beans, fruits and milk) and those which may be eaten as desired (meat, fish, eggs, cheese, low carbohydrate vegetables).

Obese Type II diabetics have a similar diet, but one which is *calorie restricted* to provide about 1,000 to 1,200 kcal per day, depending on requirements. The range of prohibited foods is increased.

Finally, there is the *measured diabetic diet*, which provides about 1,800 kcal per day and is carbohydrate and fat restricted. The diet is based on a system of "exchanges". Each carbohydrate exchange is equivalent to about 10g of carbohydrate, 1.5g protein and 0.3g fat — equivalent to about 20g of bread — and there are also protein and fat exchanges. The system of exchanges permits sufficient variety to be introduced into the diet to accommodate individual preferences.

The principal changes to diabetic diets over the last five years have been to increase the permitted amounts of carbohydrates, provided these have a high fibre content, since the latter slows glucose absorption,

and to reduce the fat and salt content. It is important to stress the positive aspects of the diet, ie that it represents the sort of normal, healthy diet all of us should be eating and which will give benefits in addition to blood glucose control.

To improve acceptability, the diet should reflect the patient's normal life-style as far as possible, though major dietary abnormalities must be corrected. Small, regular meals produce smaller fluctuations in blood glucose than do large ones and result in less fat production for the same total intake. Allowance must also be made for the extra requirements imposed by exercise or stress. If patients are put on a calorie restricted diet, they should avoid "diabetic" foods, which are based on sorbitol or fructose. Although these sugars are less readily absorbed and converted into blood glucose, they have a high calorific value and are just as fattening as similar non-diabetic products.

Children's diets will need continual adjustment as they grow. In the elderly, there is little to be gained from rigid dietary control, so there should be a greater permissiveness.

All diabetic clinics provide comprehensive diet sheets completed according to the individual needs of patients. There are normally separate sheets for insulin dependent and non-insulin dependent diabetics.

If patients develop gastroenteritis, and so are not taking a normal diet, the usual approach of using glucose-electrolyte solutions (Dioralyte, Rehidrat) should be used. Unless the episode is a brief one, patients should see a doctor or go to the diabetic clinic promptly, since careful monitoring of blood glucose and electrolytes and adjustment of any therapy may be needed.

The approximate carbohydrate content of a sachet of Dioralyte is 7.5g (30 kcal) and of Rehidrat is 12.2g (47 kcal), so these should be taken *ad lib*. Assuming an intake of ten sachets per day, the carbohydrate intakes would be about 75g (305 kcal) and 120g (470 kcal) respectively. Provided this is taken into account in the diet, the patient will not come



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# SECOND SKIN

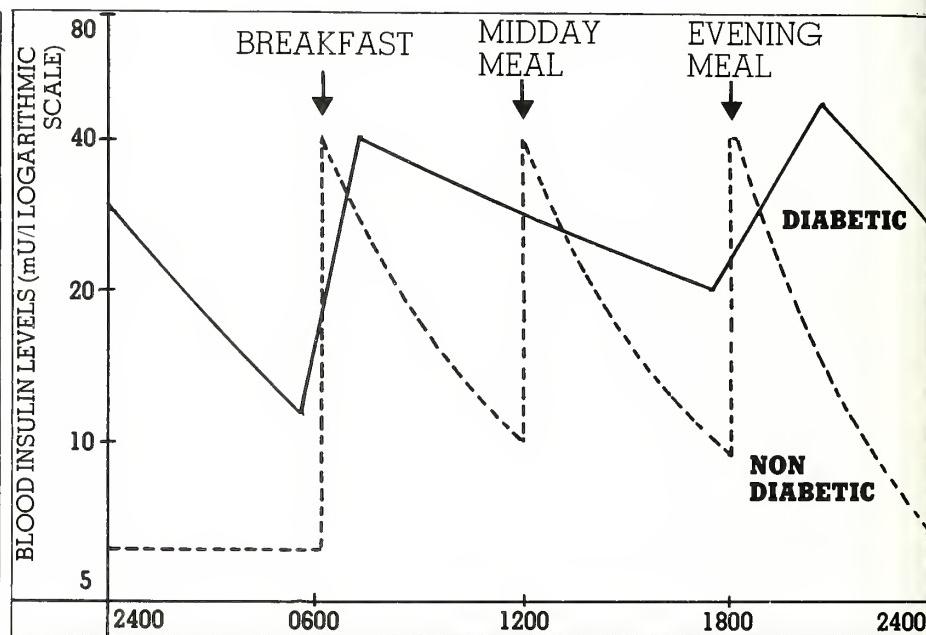
to any harm, but if it is the sole source of carbohydrate, the patient is very likely to have a hypoglycaemic attack unless the insulin or oral hypoglycaemic dose is adjusted. A further complication is that vomiting may result in poor absorption of the oral hypoglycaemic drugs.

### Other dietary aspects

Over 100 plants with hypoglycaemic properties are known to exist. Two of the commonest are karela, which is widely used in Asian diets and may permit Type II diabetics to manage without medication. Cerasée is used similarly by West Indians. Whether these also interfere with urine glucose monitoring is a matter of debate.

It is not clear whether we should regard guar gum (Glucotard, Guarém, Lejguar), a non-absorbable polysaccharide derived from the cluster bean, as a dietary adjunct or pharmacological agent, though it is prescribable on the NHS. The gum increases the viscosity of the intestinal contents and so reduces the rate of glucose absorption, lowering post-prandial peak blood glucose levels and giving reduced glycosuria. It appears also to have a potent hypocholesterolaemic effect and to lower levels of triglycerides and very low density lipoproteins.

The optimal approach is not clear, but it would be reasonable to try guar gum in Type II diabetics who have not responded satisfactorily to dietary control alone, before starting oral hypoglycaemic agents. Approximately 15g daily in divided doses, taken with food is probably appropriate, but if patients experience adverse effects (flatus, bloating), they should then start with smaller doses, which are increased gradually. About



**Figure 1. Diagrammatic blood insulin profiles of diabetic and non-diabetic subjects.**  
The diabetic patient is assumed to be using a mixture of medium acting and soluble insulins, with two thirds of the dose being used in the morning.

20 per cent may drop out due to side effects, but most will persist if they are motivated by the fact they may then not need medication.

Clearly, guar gum is appropriate for diabetics with raised serum cholesterol levels. However, there is no indication that it has any other benefits in well controlled patients.

### Foot care

Diabetics are particularly prone to foot problems. Peripheral neuropathy, with loss of sensation, means that damage can occur without the patient being aware of it. Since peripheral circulation is also impaired, healing of the lesion is poor and the patient may progress to severe non-healing ulceration. The use of corn and wart preparations may have similar consequences. Poor peripheral circulation can also lead to gangrene and the loss of toes or to high level amputation.

Patients presenting to a pharmacist with foot problems must be referred to a chiropodist or to a diabetic clinic, and no attempt made to treat them. They must also be counselled actively on the necessity for good foot care and hygiene.

### Insulins

**Human or animal types?** The great advances over the last five years have been the introduction of the highly purified (monocomponent) and human insulins. There are two types of the latter, that produced semisynthetically from pork insulin by the exchange of one amino-acid (threonine for alanine) and that produced by genetic engineering. Although there is a theoretical advantage in using human

insulins — purified forms are unlikely to induce adverse reactions or antibodies leading to insulin resistance — they currently have little clinical advantage over highly purified pork or beef insulins, especially since they are currently somewhat more expensive.

Further, human insulins have a shorter duration of action than similar formulations of animal insulins, so higher doses may be needed to give similar results. However, they are indicated for those who object to animal insulin on religious or conscientious grounds and for the few patients allergic to purified pork or beef insulin. Nevertheless, increasing production and a fall in price will doubtless mean a switch to the exclusive use of human insulins in the future.

Current formulations giving different durations of action are similar to those familiar for many years (table 2). The insulin profile achieved by injecting insulin differs appreciably from that which occurs naturally in non-diabetics. In the latter, insulin levels rise rapidly after each meal and decline rapidly, remaining roughly constant overnight (figure 1). However, in the diabetic, on a typical twice daily regime of soluble plus isophane insulin, insulin levels rise more slowly after each dose, but also decline much more slowly, leading to marked hyperinsulinaemia throughout most of the 24-hour period. Since many IDD patients are less responsive to insulin than are normal individuals, there will still be a rise in blood glucose levels.

Apart from the soluble insulins, all are suspensions and need to be mixed gently before use. Mixtures may be unstable and extemporaneous mixtures should be

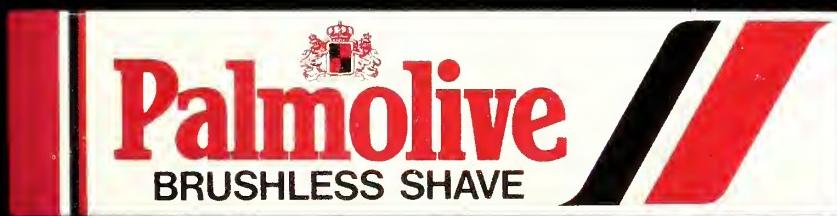
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Palmolive shaving products are responsible for shaving the chins of more men than any other company's, 50% more men to be precise.\*

To celebrate this fact, we're giving our packs a wash and brush up and making them even more attractive. Both to your customers and your bank balance.

We've also shaved 10p off the range, with vouchers on all Bic Razor packs and a coupon drop to 10 million homes.

We're currently enjoying over 1/3 share of the total shaving soap market, and this will increase dramatically after the relaunch.

You'll need to stock more Palmolive shaving products to cope with the growth.

\*Independent Source



# Three family f

Robinsons announce a brand new winner in the long running game of happy families.

Apple and Blackcurrant Barley Water.

Rich in Vitamin C and made from the best barley, it's bound to go down well with the Mums and Dads.

And Apple and Blackcurrant flavour has long been a favourite with the kids. Children love it.

To get it off to a flying start we'll be advertising it in national women's magazines.



# way yourite.

Thanks to a money off coupon and a special half price refund on-pack offer, it won't mean breaking into the family fortune either.

We've even included a coupon offering you 50p off a case.

So it won't just be families that are happy. You'll be laughing too.

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off**

A CASE OF ROBINSONS  
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BARLEY WATER DRINK

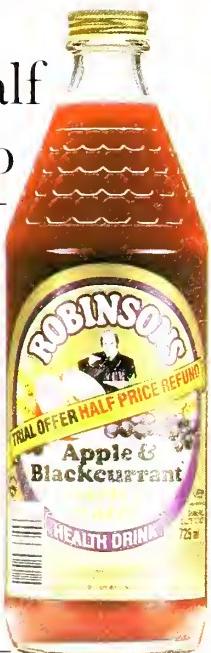
**ROBINSONS**

Each coupon valid until Sept 30th 1986

TO THE RETAILER This coupon may be used at your local Cash & Carry Wholesaler as part payment towards the purchase of a case of Robinsons Apple & Blackcurrant Barley Water Drink before 30th September 1986

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prepared in the syringe and injected immediately, unless known to be stable. Insulins from different manufacturers must never be mixed, since there may be chemical incompatibilities.

**Method of use.** Insulins are given by deep subcutaneous injection, except for the special use of soluble insulin in hospital, and many patients use a mixture of a medium acting and soluble insulin twice daily, two thirds of the dose being given before breakfast and the remainder before the evening meal. However, regimes vary widely.

Patients may use only soluble insulin before the evening meal or if tight metabolic control is unnecessary (eg in the elderly) or if there is significant endogenous insulin secretion, they may manage on a single morning dose of a longer acting insulin. Alternatively, three or four times daily injections of soluble insulin can improve control, and are more acceptable if given by a reservoir injector "pen".

**Injection sites** (upper arms, abdomen, outer upper quadrants of the buttocks) should be rotated regularly to minimise local trauma. Needles should be injected almost vertically through the skin, since they then penetrate more easily and cause less pain. **Storage.** Stocks held by patients or pharmacists should be refrigerated. However, insulin is reasonably stable and bottles in use by patients are best kept at room temperature, thus giving less pain on injection. Travellers can expect a reasonably long life without refrigeration, unless the ambient temperatures are very high.

### Adverse reactions

The older, relatively impure forms of insulin (recrystallised) tended to cause immunological reactions. These were primarily *insulin "resistance"* (a need for gradually increasing doses), *lipoatrophy* (loss of subcutaneous fat at the injection sites) and allergy (occasionally). *Lipohypertrophy* (fatty accumulation at the injection sites) is unsightly, but is not an immune reaction: it may be reduced by changing to human insulin. However, there should no longer be clinically significant immunological problems with the "purified," "highly purified" and human insulins currently available. However, whether the latter two are used will depend largely on the financial resources available.

The commonest adverse reaction is not strictly due to the insulin, but to the way in which it is used in relation to food intake. If insulin dosage is relatively excessive, or if an attempt is made to achieve too tight a control of blood sugar levels, a *hypoglycaemic reaction* may occur. These occur more readily in children than in adults, though elderly patients tolerate hypoglycaemia badly and may become hypothermic. In the

elderly, it may develop insidiously and be misinterpreted as senile dementia. When initiating insulin therapy, it is common to overdose under supervision to produce a mild hypoglycaemia deliberately, so the patient learns to recognise the symptoms and how to deal with them.

Hypoglycaemia may be asymptomatic (if only just below 3mmol glucose per litre), but clinical symptoms develop at about 2mmol per litre. These may be mild and easily corrected by the patient, severe enough to require assistance, or may present as coma. The symptoms include:

- weakness, hunger
- sweating (often at night), palpitations, tremor (due to the peripheral effects of adrenaline).

If diabetes has persisted for more than ten years, these symptoms may not occur. Some patients then depend on neurological symptoms:

- light-headedness, clumsiness
- blurred vision, diplopia (double vision)
- fits, especially in children
- temporary hemiplegia (one-sided paralysis), early in the morning or on wakening.

If patients fail to perceive these warning symptoms, due to impaired nerve function or, possibly the concomitant administration of a  $\beta$ -blocker, they may progress quite rapidly to frank coma. Ingestion of alcohol will also mask symptoms, which may then be interpreted as alcoholic intoxication.

Hypoglycaemic coma due to insulin has a mortality risk if untreated, but should respond readily to glucose or sugar. If there is no response within 15 minutes, and if medical assistance is not available, a relative can administer glucagon 1mg intravenously, and the patient should respond within five minutes. Hypoglycaemia due to sulphonylureas is more dangerous and carries a mortality of about 25 per cent. Very long acting insulins also cause severe

problems, especially in the elderly.

If there is doubt as to whether coma is due to hyperglycaemia or hypoglycaemia, glucose or sugar should always be given. It does nothing to aggravate the former significantly and may be life saving in the latter, especially in the elderly. Blood sugar monitoring with Dextrostix or BM-Tes Glycemie 20-800 provides instant, reliable differentiation between the two.

When the immediate problem is over the patient needs reassessment of treatment education and compliance. It may be desirable to change to monitoring the blood glucose instead of the urine, at least for a time, to establish the pattern of fluctuation.

Table 1. The influence of patient education on the incidence of diabetic complications

Reduction in incidence of complications after a counselling programme

Comas*	
Acute lower limb lesions*	
Hospital treatment*	
Amputations +	{ below knee toes hospital treatment

\*USA After Miller JV, Goldstein C. New Eng J Med 1972; 286:1388-1394

+Switzerland Assal JPh. Diabetic Medicine 1985; 2: 420-422

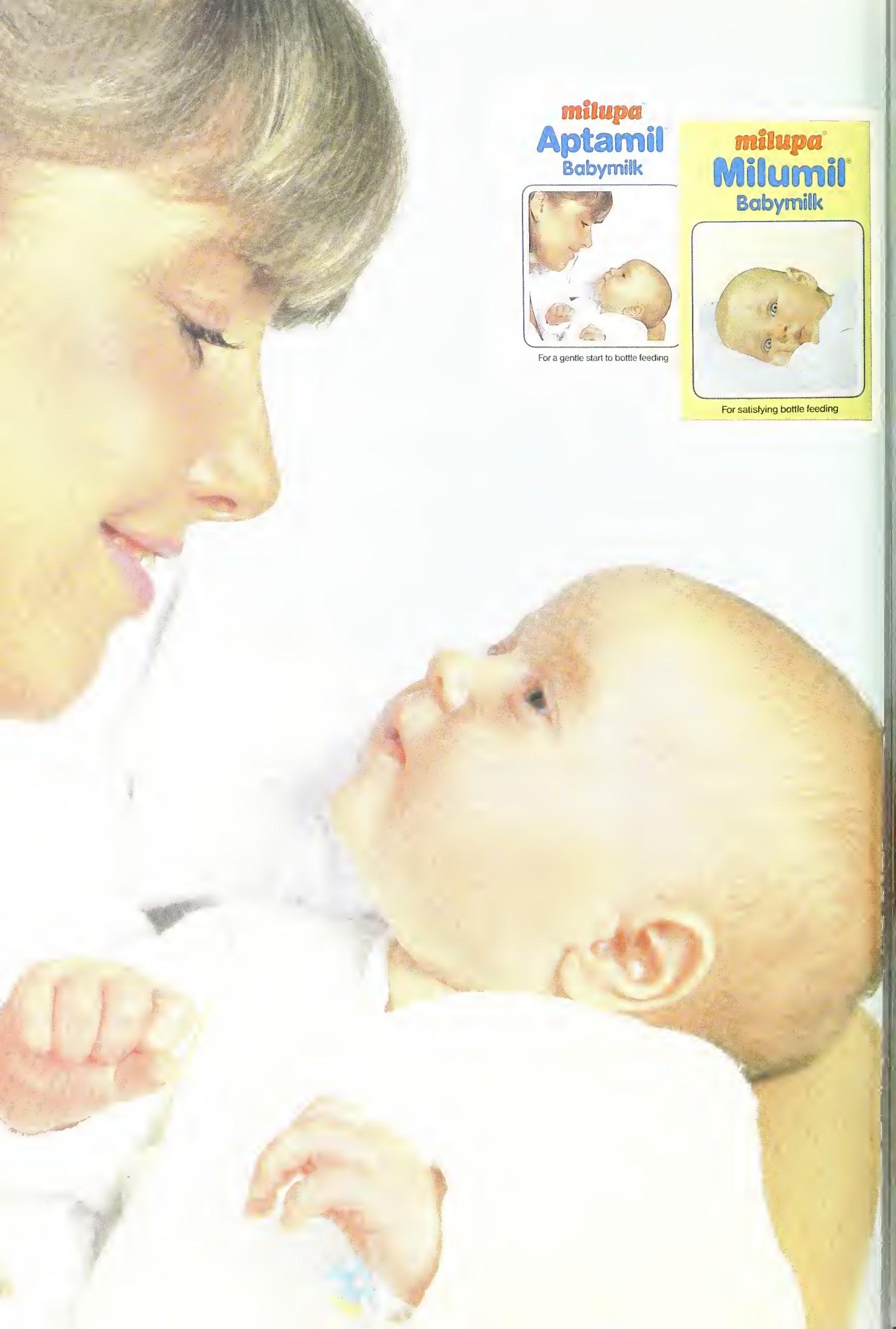
Table 2: Approximate time of onset and duration of action of some common insulins\*

Products	Time of onset (hr)	Time of peak activity (hr)	Duration of effect (hr)
Actrapid, Humulin S, Velosulin	0.5	2-5	8-10
Semitard	1	3-8	12-14
Humulin I, Insulatard	1	4-10	16-24
Rapitard	1	3-15	20
Humulin Zn, Monotard	2	6-16	24
Lentard	3	8-18	24
Ultratard	4	8-30	36
Initard +, Mixtard +	0.5	3-8	16-24

\*There is considerable variation between patients, with injection techniques and with the time of injection during the day. Also the larger the volume of injection, the longer the duration of action.

+Mixtures





**milupa**  
**Aptamil**  
Babymilk



For a gentle start to bottle feeding

**milupa**  
**Milumil**  
Babymilk



For satisfying bottle feeding

# Closeness counts.

Babymilks need to be close to breastmilk. That is why Milupa were the first Company in the U.K. to add the important nutrient taurine, recently identified in breastmilk, to all their babymilks.

Milupa babymilks are highly recommended and growing fast.

- More hospitals and clinics are now using Milupa babymilks than ever before.
- More retailers than ever are responding to consumer demand by stocking Milupa babymilks.
- Milupa babymilks grew by +40% in 1985.
- Volume sales for 1986 are already double the same period in 1985.

More and more mothers choose Milupa babymilks – and no wonder . . . Milupa babymilks are as close to breastmilk as babymilk can be:-

## **First for Closeness**

Taurine addition – another step closer to breastmilk.

## **First for Taste and Smell**

Even the fussiest babies take to Milupa babymilks because the taste and smell is so pleasant.

## **First for Quality Assurance**

Milupa's rigid quality control assures mothers of complete safety. Milupa not only conduct all the usual safety checks, but also screen for heavy metal contaminants, herbicides and pesticides to an exceptionally high standard.

## **First for Convenience**

Milupa's uniquely granulated babymilks are easy to measure and mix.

What's more, mothers go on to buy the comprehensive range of Milupa baby foods, rusks and drinks.

So grow with us. Stock the two Milupa babymilks Aptamil and Milumil.

**Milupa Babymilks. As close to breastmilk as babymilk can be.**

**IMPORTANT** Breast milk is the best milk for a baby. A doctor, midwife, nurse or health visitor should be consulted for any advice needed. If a babymilk is used it is important for the baby's health that all preparation instructions are followed carefully.

**milupa®**

**Babymilks**

**Aptamil® & Milumil®**



PHOTOGRAPH BY STEVE TANNER

## HAIR TO STAY ON TOP

With improvements in technology continuing apace and the resultant 35 plus product launches in 1985 alone, the haircare market is a buoyant one. It's a fast moving, fashion orientated business.

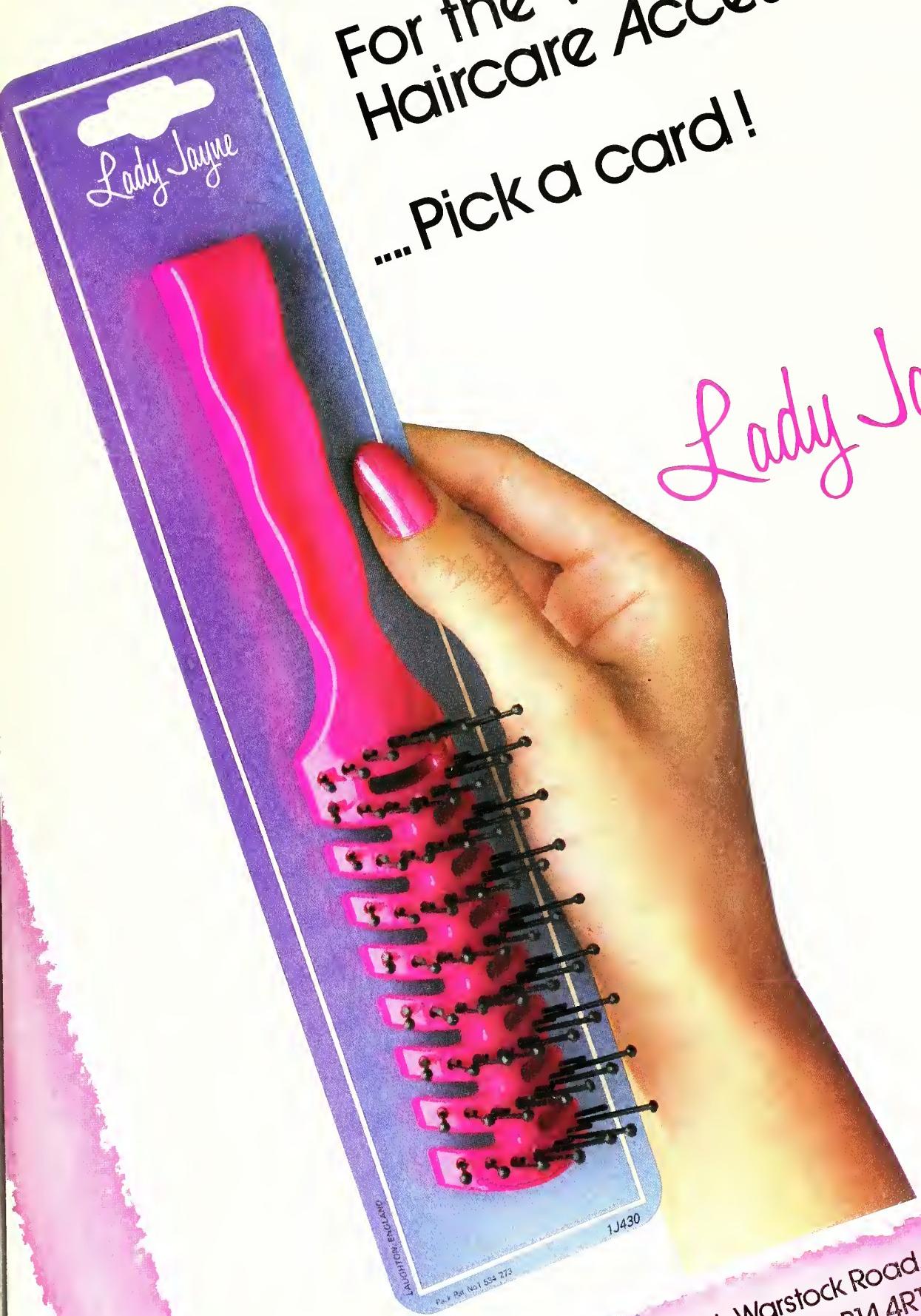
And with research indicating that the trend for frequent hair washing is growing forever faster, future predictions look as if the market still has some way to go before it reaches saturation point and peaks. Market analysts SDC estimate that the market is worth £417m and growing at 20 per cent. Shampoos are by far the largest market worth around £140m. But it is the styling mousse sector which is continuing to show phenomenal growth — 113 per cent. Conditioners too are showing growth and manufacturers agree that colorants look set for a boom this year and say that the potential market is vast.

Independent chemists' sales increased last year by around 17 per cent but SDC say this figure would have been bigger had it not been for drugstore and grocery outlets increasing their sales. Boots have still got the lion's share of the market.

Unable to stock all of the vast array of lines available retailers would do well to be selective, bearing in mind new products and their accompanying high advertising spends.

For the very best in  
Haircare Accessories ...  
....Pick a card!

Lady Jayne



Laughton & Sons Ltd., Warstock Road,  
Birmingham B14 4RT

# Shampoos – still make headlines

The shampoo sector is not surprisingly the largest in the haircare market with a value of £140m and growing at the rate of 11 per cent. Most of this growth is in the cosmetic sector with mild, frequent wash shampoos selling particularly well. Two-thirds of British women — and even more men now wash their hair twice a week or more.

The market divides into two clear segments — the anti-dandruff/medicated sector which holds about a third of the market in value terms, and the cosmetic sector. Fastest growing brand and market leader in the cosmetic sector say **Elida** is Timotei, launched in 1983. During 1986 the company is spending £2.8m on advertising for the brand.

A notable feature of the shampoo and conditioner market is the trend of buying larger, more economical sizes, boosted by an increase in family-sharing of both cosmetic and medicated shampoos. Family-shared purchasing now accounts for one quarter of all UK sales. Elida, capitalising on this trend, in February introduced a 400ml



family-size pack of Timotei.

Elida will be promoting All Clear anti-dandruff shampoo throughout the year with a £600,000 newspaper and poster advertising campaign. "Following its success last year, the offer of free Shield soap is to be repeated", says marketing manager Roger Wisdom. "The brand is number two in the medicated sector, with a 4 per cent share of the overall market".

Last August Elida reformulated and repackaged Sunsilk Balanced Care shampoo. Continuing their support of the brand, the company is putting £1.1m behind advertising.

**Alberto Culver** say VO5 is the fastest selling shampoo through chemists and brand leader in independent pharmacies. The Alberto VO5 range of shampoos and conditioners was recently given a new look with a "now purer" positioning emphasising the products' natural properties. "The 'pure shine' concept has come about because of the increasing level of consumer concern over unnecessary additives in products", says Phil Smith, marketing manager for VO5. A £2m national television campaign breaks in May.

The company has also recently relaunched the Jojoba range with a factor system similar to the one found in the sun preparations market. The new range, ordered from factor number one to three, breaks from the conventional normal-dry-greasy selection and allows greater control over the depth of cleansing and conditioning, says the company. It is currently being advertised in the women's Press.

**Gillette's** Silkience range underwent a dramatic new packaging design last year which maintained the brand's scientific heritage by retaining the white bottle with the addition of a colourful flash graphic. Support details will follow.

**Reckitt & Colman** estimate the shampoo market to be worth £120m, and growing at 9 per cent and say that growth in chemist sales has been poorest in this area — just 2 per cent compared to 26 per cent for hairsprays.



Klorane are running a special offer 30ml shampoo parcel during May and June. The parcel consists of a counter display stand containing 32, 30ml shampoos at £0.49 each. Klorane is currently being supported by half-page, colour advertisements in glossy women's magazines. The campaign runs until September.

Johnson & Johnson's Empathy is aimed at the over forties woman but the company says that 20 per cent of its purchasers are under 40

Reckitt say their haircare business is now worth over £20m at rsp and growing at 25 per cent per annum. The company says that since the launch in September of Once conditioner, sales of Once shampoo have increased by 40 per cent.

Throughout the Spring, **Schwarzkopf** are supporting Corimist, and Batiste. The advertising spend for Corimist in 1986 is £1m starting with a Press campaign in leading women's magazines. And an Autumn television campaign will feature the "Don't get it wet" theme.

**Beecham** say that their three brands — Head & Shoulders, Vosene and Silvikrin collectively make them brand leader in the shampoo market. Rumours in the trade say that Beecham are poised to relaunch the Vosene brand with the support of a "substantial" advertising campaign.

"Family-shared purchasing of both cosmetic and medicated shampoos accounts for almost one quarter of all sales. This has boosted demand for products which have a specifically unisex appeal", says Beecham marketing director Ian McPherson.

A shampoo which is specifically age-targeted is **Johnson & Johnson's** Empathy, which product manager Julia Tyrell says has achieved a 2 per cent brand share in the shampoo market since its launch date 18 months ago. A second burst of television advertising is planned for July and August. Sampling continues throughout the year bringing the total support programme to £2.1m for the year.

**Wella** claim to have a 2.3 per cent value share of the shampoo market. The range has been joined by a natural coconut variant. A one-wash shampoo, it is formulated to be mild enough for all hair types. A no-wait conditioner with the same fragrance has also been introduced. And the entire Balsam range has an improved pack design for greater shelf impact.

A newcomer to the shampoo market is **Cussons** who have recently launched a

People's perceptions of their hair type generally fall into three categories: normal, greasy and dry. The following shows the purchasing pattern of shampoos and conditioners last year:

shampoo:	normal hair: 45 per cent
	dry hair: 30 per cent
	greasy hair: 25 per cent
conditioner:	normal hair: 45 per cent
	dry hair: 35 per cent
	greasy hair: 20 per cent

Year ending December 1985

## New Machine-ations from Addis

The latest idea from **Addis** is a system for applying styling mousse called the Mousse Machine (£1.75).

Consisting of a brush and clear container, the machine is designed to distribute mousse through the hair evenly and accurately and avoids the problem of stained hands with colour mousses.

To use, insert the nozzle of a mousse aerosol into the hole of the container with the brush in place. Fill the container with the mousse to the required level. Remove the mousse-loaded brush and apply to the hair.

Three-strong range of shampoos under the Imperial Leather name with a premium price positioning.

Imperial Leather Gold comes in three variants — normal, greasy and dry — in colour coded ivory bottles. "The product's simple formulation has come about because consumers are increasingly sceptical about the claims made by some shampoos", says Unilever sales and marketing director Colin Eason. Television advertising starts in June



The product is blister carded in the new grey and blue hairdresser range livery and features on-pack instructions. To be launched late-May, the product will be available in a counter display unit, although all packs have a hanging facility too.

in the Southern and London regions. And a £300,000 women's Press campaign starts in July/August to coincide with a price promotion.

To satisfy the demand for larger sizes Johnson & Johnson have introduced a 375ml size bottle of their baby shampoo.

Carter Wallace report that their range of frequent wash shampoos, launched last year under the Linco brand name will be supported in 1986 with a £250,000

advertising campaign in women's magazines.

**French of London** are this month introducing Plus Egg, French Herb and Bonne Sante in larger, 250ml bottles, along with olive oil liquid which is being relaunched as a treatment shampoo for damaged hair. Olive oil cream shampoo and lemon cream shampoo are now available in a new jar and carton.

Other activity this month includes the relaunch of the **Colgate Palmolive** shampoo range with the support of a £1.1m television campaign.

A product which competes in the dandruff treatment segment of the haircare market is **Abbott Laboratories** chemist-only Selsun, which this year is benefitting from its biggest ever support package. £200,000 is being spent on national Press advertising, extensive POS material and chemist incentive schemes.

And finally **Banfi** have improved their haircare range under the name Manex. Its protein replenishing complex contains ten herbs, believed to benefit the scalp and hair. Advertising plans are being finalised. The range contains a replenishing complex, shampoos and conditioners.



A superior quality range of styling tools to earn you a superior quality reputation.

Available from chemist and sundry wholesalers everywhere.



Model Nos. F126 and P12M now available too.



Preferred by Professionals



## A HAIR-RAISING NEW IDEA FROM ADDIS.

The Mousse Machine is a unique new concept from Addis that takes the hassle out of using styling mousse.

Designed with the help of professional hairdressers, it ensures an even application of mousse to the hair and is particularly useful with colour mousses as it avoids the problem of stained hands.

To use, your customers simply fill the cup with a mousse of their choice (through the nozzle-shaped opening in its side) and remove the applicator brush

with a gentle twist. The brush will then be loaded with sufficient mousse to apply cleanly and evenly to the hair.

The Mousse Machine is the very latest in a long line of professionally designed brushes from Addis.

Stock-up now, or your customers will be tearing their hair out to get hold of one.

**ADDIS**  
Caring for Health & Beauty.

# The infectious subject of dandruff?

Whether dandruff is a consequence of microbial infection of the scalp or, perhaps, the external sign of some metabolic abnormality, will obviously influence the strategy required for its management or treatment. At first glance, dandruff scaling is just a straightforward minor departure from normality. Outer cells of the skin are always discarded eventually and replaced by new ones, so one might suppose that the shedding of somewhat larger scales from a dandruff scalp would not be too hard to explain.

Curiously, research seems generally better able to unravel the mysteries underlying more acute and often severe diseases, if not always successful in combatting them. Simple spots, rashes and comparable skin lesions are apparently quite difficult to fathom in some instances, partly because heavy research investment may not be readily forthcoming for resolving somewhat trivial health problems. So, for a hundred years, debate has swayed to and fro concerning the significance of infection in causing dandruff.

## Rich microflora

Everyone's scalp carries a rich microflora, always including large numbers of seemingly harmless bacteria and quite a variety of yeasts.

These micro-organisms utilize the remnants of decadent epidermal cells along with sweat and sebaceous secretion as a fertile culture medium, leaving in return an accumulation of their own metabolic end-products. Some of these probably serve as antibiotics, discouraging colonization of the scalp by other, possibly more harmful species. Although the scalp resembles other skin regions in having such a microbial population almost continually, it is characterized particularly by its more abundant sebum complement and thereby favours a lipophilic microflora.

Yeasts of the genus comprising the *Pityrosporum* species such as *P. ovale* and *P. orbiculare* are obligatory lipophiles (they cannot thrive in the absence of a lipid-rich environment) and occur in large numbers on most people's scalps. Is this good, bad or of no consequence? The argument has continued for decades.

Undoubtedly, by-products of microbial metabolism are sometimes harmful or even lethal; rarely they may be helpful and even essential in some species where they are relied upon, for example, to synthesise vitamins in the host's alimentary tract. On the skin, the most likely adverse consequences arising from microbial activity tend to show as irritant or

**Is dandruff an "infection" or is it just a minor increase in the turnover of skin scales? Norman J. Van Abbé, FPS, looks at the evidence.**

inflammatory changes. Such reactions usually involve peripheral vasodilatation, mobilising the immunological defences and transporting toxic materials from the affected site.

Another feature is that irritation generally stimulates cell division in the epidermal basal layer, such that the outer, dead, horny layer cells and their adherent micro-organisms are shed more quickly. It is often suggested that free fatty acids derived from the breakdown of sebum triglycerides by *P. ovale* bring about the skin changes seen in dandruff. An important factor may well be that the lipids are broken down within the hair follicles by micro-organisms having the ability to thrive in a virtually anaerobic environment.

Under the microscope, dandruff scales display signs of increased epidermal mitosis, including the somewhat abnormal retention of cell nuclei. Such a departure from the normal pattern is described as "parakeratosis" and tends to favour the hypothesis of an irritant mechanism eg attributable to the metabolites resulting from microbial proliferation. Yet many people have a prolific scalp microflora without noticeably experiencing dandruff problems, so this cannot be the whole story.

The usual onset of dandruff around the time of puberty, upsurge in adolescence and decline in old age closely parallel the pattern of sebaceous secretion. This is clearly related to fluctuating sex hormone status and strongly supports the view that dandruff is either an epidermal response to sebum itself, which would be a rather unlikely "foreign body" reaction, or to the presence of a lipophilic microflora on the lipid-rich scalp.

## Hydrocortisone

Topical anti-inflammatories like hydrocortisone are certainly effective in damping down scale formation on a dandruff scalp. Scaling usually returns when treatment is withheld but although this might suggest a metabolic disorder with an inflammatory component, the topical effects of corticosteroids are too broad to pinpoint a causative mechanism. Using a sledgehammer to crack the proverbial nut is, in this instance, quite an apt description. Other ideas include an allergic

mechanism, for example, perhaps even in response to the ubiquitous *Pityrosporum* infection. Serum anti-*P. ovale* antibodies may be demonstrated in the laboratory and they tend to be raised with increasing dandruff severity. However, this does not necessarily confirm any cause-and-effect relationship.

## Pragmatic answers

In practice, empirical findings in the course of applying antidandruff measures seem to offer helpful pragmatic answers. If a condition readily subsides under treatment with an antimicrobial compound, this is usually a fair indication of the causal role of micro-organisms and, indeed, may help to provide more detailed information. Several well-tested antimicrobials like zinc pyrithione, piroctone olamine and climbazole successfully reduce the scaling on most dandruff scalps when they are used regularly for several weeks in suitably formulated shampoos.

The best antidandruff "actives" are those with potent anti-*P. ovale* activity capable of being retained even in a lipid-rich environment (which will inactivate many antimicrobials). This lends further support to the view that the lipophilic yeasts have an important role in dandruff.

## Antimicrobials

"Infection" is usually associated in most people's minds with fairly serious adverse changes in the body and dandruff hardly comes into this category. Nevertheless micro-organisms do appear to be implicated and appropriate countermeasures using carefully selected, properly tested antimicrobials, will usually keep the scaling under satisfactory control.

We however, usually reserve the term "infection" to imply microbial colonization or invasion without any beneficial effects. By contrast, the yeasts such as *Pityrosporum ovale* seemingly involved in dandruff probably do much more good than harm in the usual way, by inhibiting pathogenic bacteria. Parakeratosis of the scalp (increased epidermal cell-turnover leading to the formation of dandruff scales) probably represents only a transient response to a short-term local over-abundance of metabolites (such as fatty acids) produced by the yeasts. If this is an appropriate interpretation, "infection" would perhaps be too strong a designation and antidandruff measures would certainly need to avoid being too drastic; this is fortunately reassuring in relation to the general run of available preparations for care of the hair and scalp.

**A**s in most of the toiletry sectors, male purchase in the haircare market is becoming an increasingly important factor. Last year male purchase of hair products was up by 27 per cent to represent 14 per cent of the total market, according to market analysts SDC.

These sales which represent £56m in value were largely in the shampoo and conditioner sectors. But styling agents were also a growth area, (+ 240 per cent) spurred on by the introduction of male-targetted products such as Brylcream styling mousse, and the relaunch of the original Brylcreem which was so much a feature of men's haidressing in the sixties. Clairol too have introduced Vitalis styling foam for men and repackaged Vitalis lotion showing that a conscious effort is being made to capitalise on the new, younger market potential.

## Males boost hair sales

Beecham last month relaunched three of their haircare brands for men — Pure Silvikrin, Silvikrin hair dressing lotion and Silvikrin hair cream with the support of national Press advertising breaking this month. Each has been integrated into a single hair care range with new pack livery.

Male purchase of shampoos has increased by 14 per cent — much of which can be attributed to the introduction of products with frequent wash properties. Conditioners too are beginning to catch on

with a 54 per cent increase on 1984.

Boots account for over 25 per cent and independent chemists and drug stores 12 per cent of male purchases within the market sector say Shulton. Men in the 25-34 age group increased their purchase of haircare products by 22 per cent on the previous year.

During May and June Insignia shampoo will feature in a banded pack promotion — the 100ml trial size shampoo is banded to the 100ml aftershave lotion to retail at £3.25. New POS material is available.

Turning to Shulton's other men's ranges — Old Spice will, during July and August, be included in the Morning Groomer promotion. The travel size aftershave lotion, pre-electric, smooth shave, talc and shampoo will all be on special offer, with a 20p saving on £1.30 of the 250ml shampoo.

## Styling products look set to stay

**S**tyling products are the fastest growing sector of the haircare market — in 1985 they showed 113 per cent growth. Worth currently £49m, the market looks far from saturated with many more introductions and increased product activity planned for 1986.

L'Oréal were the first company to introduce styling mousse in 1983 with Freestyle. It is currently being advertised on national television.

Studio Line fixing gel and wet styling gel are also currently featuring an extra value promotion giving 20 per cent extra on each gel, thus offering consumers a large 150ml size. In addition a banded pack promotion offers fixing spray and fixing gel together for £1.99. The Studio Line range is being supported with a £3/4m television campaign.

Also targetted at young customers is the Wella Shock Waves range. Wella at the end of last year added a foaming gel and styling creme to their range. The gel is designed for scrunch or directional styling, and the creme is a light finishing creme that gives a gloss to the hair.

With their Shock Waves range and Stylite collection, Wella claim to be brand leader in the styling gel market with a 24.2 per cent per cent value share. "In terms of styling aids, independent chemists have a 16 per cent market share — up 127 per cent on 1984", says retail marketing manager Mike Regan. Wella say they will be running a "major" promotion on Stylite in June — details to follow.

Mike Regan believes that the demand for styling products is here to stay and is not founded on an ephemeral swing in hair fashions: "The hairstyles may change but the need to style does not", he says.

Colour styling mousses such as those in the Stylite range and Alberto Culver's VO5 Alive are now worth £10.9m say Wella. Due

to their newness, year on year comparisons are not really justifiable but an indication of this sector's growth is given by considering 1985 when the year showed a 56 per cent value growth and 38 per cent volume increase on the start of the year.

Alberto Culver claim that VO5 Alive has dominated the colour styling mousse sector since its inception late 1984, accounting for over two thirds of all packs sold. They claim a brand share in the styling mousse market of 13 per cent.

In July 1985 Schwarzkopf extended their Paleita Touch of Silver range with the launch of Touch of Silver styling mousse, formulated to enhance the silver tones in grey or white hair and reduce brassy tones in blonde or bleached hair.

Revlon have introduced a styling

Some of the products in the Wella line-up including the new coconut Wella Balsam variant



The conditioner market looks set for a rosy future with increased penetration amongst men and children and more regular usage. SDC estimate that the market is worth £50m and growing at a rate of 19 per cent.

"The conditioner sector along with hairsprays looks to be a key sector for the chemist to build business at a rate at least equal to market growth", say Reckitt & Colman. They estimate the size of the market to be £54m and growing at the rate of 6 per cent.

Ian McPherson, Beecham Toiletries marketing director estimates that around 55 per cent of national sales of conditioners are expected to pass through chemists in 1986. At the end of last year they added a henna conditioner lotion for extra shine to the Silvikrin range and this year a ginseng variant. "Research shows that most consumers prefer a conditioner that carries the same family name as their shampoo and offers a complimentary cosmetic effect", says Mr McPherson.

Johnson & Johnson's Empathy shampoo was last year joined by a conditioner. "Over 50 per cent of Empathy shampoo users also

## Market — in fine condition

use a conditioner", says product manager Julia Tyrell. The company tries to encourage retailers to merchandise both the shampoo and conditioner together. They say they have a 3.5 per cent share of independent chemist sales and have around 80 per cent distribution. Mrs Tyrell sees the Empathy target market as one which can only expand: "With 13m women in Britain over 40 and an aging population, the future looks set for growth".

Also aimed at the older woman is Vitapointe between wash conditioner — Ashe Laboratories are putting £300,000 behind a women's Press campaign this year.

Wella who claim a 4.2 per cent sterling share of the conditioner market, say that

independent chemists have a 12.8 per cent value share of trade while Boots share is down 2.2 per cent on 1984 figures to 26.5 per cent.

Elida Gibbs say that usage of conditioners in Britain is still low in comparison to the United States and many European markets. "Elida's Cream Silk has been overall brand leader in the hair conditioner market since its relaunch two years ago and now holds a 12 per cent share", says marketing manager Roger Wisdom. The company is supporting Cream Silk with a £2.3m national television and women's Press advertising campaign during the year.

The launch of Timotei conditioner a year ago has been a success, say Elida, who are this year further supporting the brand with a £1.6m television and Press campaign.

Warner Lambert took the decision this year to discontinue Poly extra care foam conditioner, introduced last year. Marketing manager Neil Wilkinson says that it did not meet expectations.

Alberto Culver say their Body n'Shine no rinse mousse conditioner launched last year, has been a great success.

## Prime accessories

The accent again is on bright colours and high fashion. A range which looks set to take the trade by storm is the Mary Quant range manufactured by Laughton & Sons and introduced at the beginning of this year.

The 60 products in the range, featuring 17 colour combinations, includes hair combs, brushes, decorations and cosmetic bags. And not wishing to neglect their own range, Laughton & Sons have recently introduced new shapes and colours, including animal characters and flowers, to the Lady Jayne range.

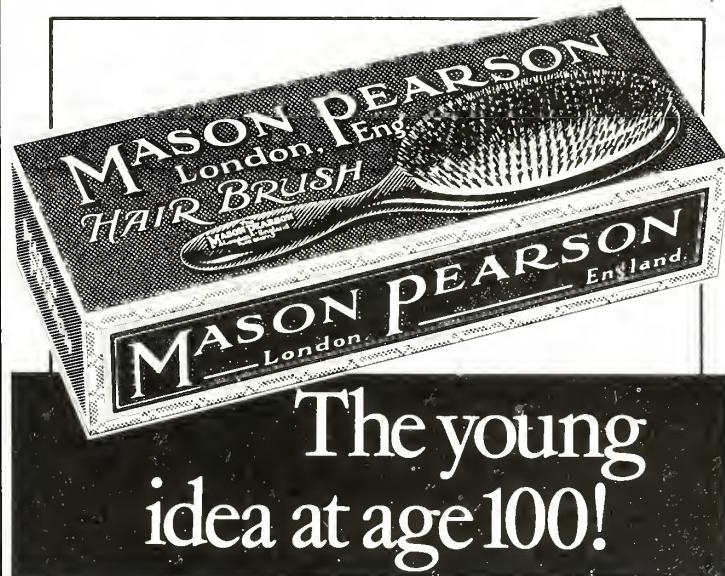
Mason Pearson who have been making brushes for over one hundred years, have a wide range of hairbrushes for all hair types.

Primary colours predominate in a new range of seven combs introduced into Vestric's Beauty Shapers collection. The range comprises over 60 items and the extension into combs is a natural addition to the haircare products offered, says Paul Aspinell, Vestric's product manager.

Addis have repackaged and rationalised their Hairdresser range to give it a silvery-grey and blue livery. To help customers choose the right set of "tools", Addis have given each hairbrush a simple descriptive name, along with recommendations for hair type. Floor and counter stands featuring the new livery are available. To complement the range, Addis are introducing a comprehensive range of everyday brushes and combs called simply Addis. The range comprises six hairbrushes and 11 comb styles — all are carded and feature red and grey graphics.

Denroy are introducing new packaging to the Denroy styling tools range. The new packs will still carry the Denman traditional logos but will feature a "window" in the rear of the pack to give better visibility of handle colour. Other features include a stronger quality card and PVC acetate; bright colour coding to identify the products and relevant user information. The company is also introducing more fashionable, primary colours such as red, blue and black.

Jerome Russell have a comprehensive range of hair colour sprays including Fluorescent Ultra Hair Glo and Neon hair and body make-up for special occasions.



Exactly a hundred years ago Mason Pearson revolutionised hair care by introducing the pneumatic rubber cushion hairbrush. In all the years since then the quality and effectiveness of an authentic Mason Pearson brush have never been surpassed.

To mark that centenary, Mason Pearson now introduces another innovation in hair care. It's the unique new child's brush especially created for the delicate hair of children between the ages of two and six — the period between the 'downy' strands of babyhood and the stronger growth of later life. And, like every genuine Mason Pearson it doesn't merely brush the hair — it simultaneously conditions it.

So from now on Mason Pearson, the best brush throughout a century, is the best brush throughout a lifetime as well.

A hundred years of caring for hair — beautifully.

**MASON PEARSON**  
— the great original.

37 Old Bond Street, London W1X 3AE

The colorants sector showed 20 per cent growth last year to represent a value of £74m. The market breaks down into three sectors — permanents (55 per cent), semi-permanents (22 per cent) and lighteners and bleaches (16 per cent). In the 15-19 age group usage has increased from 30 per cent in 1980-81 to 45 per cent in 1984/85. At present independent chemists account for about 22 per cent of the sales of home hair colorant. Pharmacies are in a strong position to further capture this growing market through the opportunities to display the products and to give advice to potential customers.

Clairol claim to be brand leaders in the market with a 34.7 per cent brand share in the period January/February 1986. Group product manager Eileen Healey says Clairol products are the leading brands in all three main sectors. She predicts that the home colorants market will grow in the region of 3.4 per cent in volume in 1986.

"In the next five years there will be a 1/4 million more women over 35 years old which is all good news for our Loving Care product designed for covering grey hair", adds Ms Healey. The company says Loving Care has overtaken Harmony in the semi-permanent sector with a 33 per cent share. Clairol say that 33 per cent of all hair colorants sold are used for covering grey hair.

The company is to spend £1m in a television campaign to endorse the brand. The national campaign due on air June 1 features high frequency 30-second spots carrying the message: "Half of these ladies have grey hair.....".

In March Clairol gave the Born Blonde range a new look and two new shades: light warm blonde and natural pale blonde. An on-pack offer is currently running offering the consumer a free colorant in return for two pack fronts.

Clairol like other manufacturers believe that with the arrival of Sarah Ferguson in the news and the imminent Royal Wedding that the red hair colorant story of last year will gather apace. And Clairol not wishing to miss out have this season introduced the pimento shade to the Glints range. The company is represented in the permanents sector by Nice 'n Easy which, says Ms Healey, has a 32 per cent share.

Details of advertising plans for 1986 have yet to be released but Clairol say they will be increasing their budget to around £2½m.

Warner-Lambert claim that Poly Highlights blonde shade is the largest selling single shade of colorant in the UK and say the brand grew by 106 per cent in 1985 in units. Television advertising will break nationally this month for eight weeks on Channel 4. Marketing manager Neil Wilkinson says that some of this growth can be accounted for by the increasing interest men have shown in hair colorants,

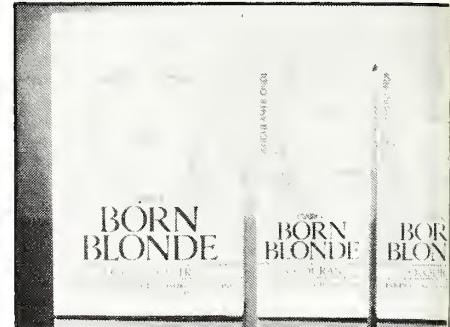
## Reds colour the market

particularly highlighting products. The company is expecting a high degree of male usage for Beach Blonde — the spray-on hair lightener launched in February. Coupons worth 30p will feature in a book called "Beaches" published this Summer by Sphere Books.

Polytint — Warner-Lambert's product for greying hair — increased its unit share by 15 per cent in 1985. The company is promising £1½m support in 1986.

"Hair colorants are a complicated category. Anything the retailer can do to minimise confusion can only have a beneficial effect on sales. As well as appropriate shelf organisation, this includes the use of shade guides and hair swatches at point-of-sale" says Mr Wilkinson. And he recommends that retailers should group colorants and shades according to type rather than manufacturer as at present.

Schwarzkopf in September entered the semi-permanent sector with the launch of Paletta Affairs hair coloring creme — a range of 12 shades with conditioning agents. Since its launch the brand is said to have achieved a 5.2 per cent share. A £750,000 advertising budget is backing the range in 1986 with double page spreads appearing in



Clairol in March gave the Born Blonde range a new look

the women's monthly glossies.

**Elida Gibbs** say Harmony is the volume brand leader. The brand was last year redesigned and rationalised to the ten most popular shades. This year they will be spending over £1m to support the brand.

Beecham say that the Silvikrin hair collection takes 70 per cent of the temporary segment's sales with Silvikrin Shaders and Toners.

L'Oreal are currently advertising their Recital Performance range in the women's Press using Texan model Jerry Hall. In February the range was repackaged, reformulated and two new shades added.

Wellco who claim to have an 11 per cent value share in the £73.6m colorants market, say that Ideas in Colour, introduced last year has been a great success. The temporary rinses are aimed at the teenage market. The range was their first entry into the temporary sector. A new advertising campaign for Colour Confidence started last month in the women's Press using three different advertisements featuring reader make-overs for the grey shades, fashion shades and streaking kit.

## Hairsprays bounce back

The fortunes of hairsprays tend to be strongly influenced by fashion trends. When the bouffant hairstyles ceased to be fashionable in the early sixties, hairsprays went into decline. This trend continued until the beginning of the eighties when the advent of dramatic hairstyles brought an equally dramatic reverse in sale figures. Hairsprays account for 19 per cent of the haircare market, with a sales record last year of £80m, growing at the rate of 11 per cent.

Elida claim to be number one in this buoyant market with their Sunsilk (15.5 per cent) and Harmony (14 per cent) brands. The company is this month relaunching

Sunsilk with a totally new look — based on a silk theme. The four packs each feature a softly draped, different coloured silk scarf. A £2.5m television campaign breaks in June featuring a new 30 second commercial. A departure from the "Sunsilk girl", it features a modern dance theme. A new 100ml handbag size joins the line-up.

This revamp comes closely on the heels

of the Harmony hairspray relaunch last year, when new packs were introduced and the "Is she or isn't she" advertising campaign returned. The company will be supporting the brand with a £1.8m spend.

Beecham claim a 17 per cent share for Silvikrin which they recently updated with a "flower fresh" look and added an extra firm hold variant. Style & Hold hairspray was recently added to the Bristows range. "Style & Hold overlaps two fast expanding haircare sectors — hairsprays and styling mousses — which are expected to turn over £96m and £33m respectively during 1986", say Beecham.

L'Oreal are this month running a banded pack promotion on Elnett — a free 75ml spray will be offered with the 450ml size of the same variant. The offer will last until the end of June. The company promises further support for Freestyle hairspray, the launch of which was supported with a national television campaign during January and February.

# Nothing added.



**Plenty  
taken away.**

Jojoba...Henna...Aloe Vera...the shampoo market is awash with additives.

Yet research reveals that these so-called 'magic' ingredients are losing their magic.

Consumers are increasingly looking for shampoos offering simple quality, not fancy ingredients that your hair doesn't need.

Enter Imperial Leather Gold.

Free from all those gimmicky additives, Imperial Leather Gold relies on one very important ingredient – the name Imperial Leather.

A name that stands for quality. A name that people trust.

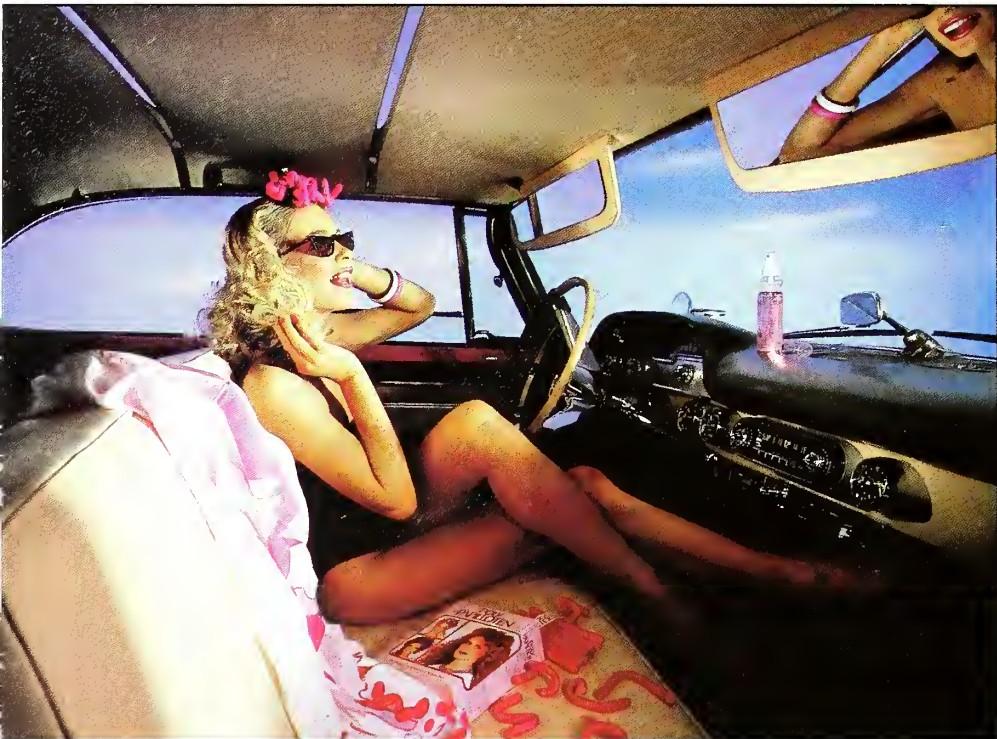
But most importantly, a name that sells (over 30% of UK homes already use Imperial Leather soap).

Imperial Leather Gold is about to be launched with a national campaign in women's press and a brand-new TV commercial.

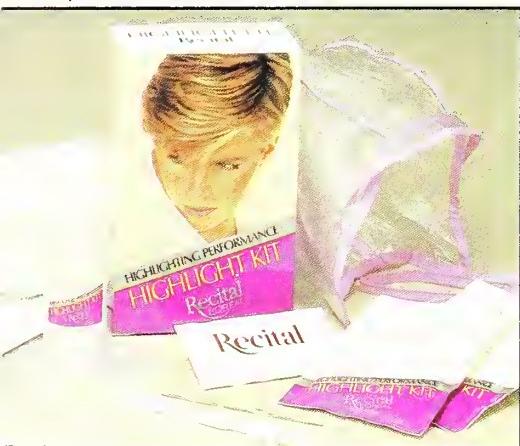
So if you place an order now it's bound to add to your profits.



MORE IN STORE FOR THE 80'S



Warner-Lambert's new advertisement for Poly Papilloten.



## Highlight on L'Oréal's Recital

Using the Recital brand name, L'Oréal are this month to capitalise on the growing interest in highlighting kits for home use by the introduction of the Recital highlight kit.

Retailing at £4.99, the kit is positioned as a premium priced product. It contains a double thickness cap, a spatula brush to mix and apply the product, a mixing bowl, plastic gloves and a metal hook. The highlighting product itself consists of a cream developer bottle and two sachets of lightening powder. Finally there is a neutralising and softening shampoo to use after colouring.

Point-of-sale material includes a large window card, permanente space and a pre-packed unit holding six packs. A women's Press campaign will support the launch in the Summer — details will follow.

## Enough to make the hair curl...

Home perm solutions represent the smallest sector of the haircare market (5 per cent), with a value share of £24m. Ammonia/foam perms take the lion's share with £21m as opposed to soft perms (£3m). SDC say the market is growing at the rate of 10 per cent.

Warner-Lambert's marketing manager Neil Wilkinson says that Poly Foam is the only perm product to have shown value and volume growth in the January and February 1986 period — up 3 per cent to 19 per cent in value on the corresponding year ago period. This, he says, is largely attributable to the brand's re-design last June which led to the product being out of stock just after Christmas. Whereas Poly Foam is aimed at the 20-35 year old age group, Warner-Lambert's other perm product — Fashion Style is targeted at the 30 plus age group, and has a 22 per cent value share of the market. For the period January/February 1986 Warner-Lambert says Fashion Style overtook Toni as brand leader.

Chesebrough-Pond's in September entered the ammonia-based sector of the market with Perfect Curl by Rave. Up until that point their presence was in the ammonia-free sector where they claim Rave is brand leader with a 75 per cent share.

Gillette say they are promoting Toni home perms with a "younger, livelier image", to broaden the product's appeal to the under 35s. Future advertising plans include regular, full-colour, double page spreads in the women's magazines. Gillette say that one third of all home perms sold are Toni.

Elida Gibbs say that they will be

## Manufacturers are bending with the times

A relatively new development in the styling sector is the use of bendable rods, doing away with the more conventional curlers and pins method.

Wella led the way with the introduction of Molton Browners in January 1985, closely followed by Warner-Lambert with Poly Papilloten, who report a "tremendous success" for the product. They are putting £300,000 behind a women's Press campaign this month using a new advertisement. It will include young profile magazines such as Honey, Looks, Company and The Face. A radio campaign is also currently running on London's Capital station.

In March Clairol also jumped on the flexible hair styler bandwagon and introduced Wavelengths (£24.95) — the difference being however, that these are electrically heated. Presented in a self-display carton, the purple and pink stylers are contained in a dove grey compact case with transparent hinged lid. The product should be plugged into the mains for 15 minutes before being placed in the hair.



Chesebrough-Pond's home perms. Last year the company introduced an ammonia-based perm called Perfect Curl by Rave. They estimate the home perm market to be worth around £19.4m.

discontinuing Twink — "being an a neutraliser product it has become outdated", says marketing manager Roger Wisdom. Instead they will be concentrating on their other home perm product Pin-up.

# INTRODUCING A FORMULA FOR GROWTH



During the last five years, sales of the Banfi Hair Care Range have grown dramatically.

Aimed originally at a selective male market concerned about their hair, extensive research has now revealed a wider market appeal.

#### THE DESIRE FOR HEALTHY HAIR

In response to this growing market, the range has been completely re-appraised with a new richer formula, new packaging and a new name.

#### MANEX – AN EFFECTIVE HAIR CARE RANGE

Customers with a wide variety of hair problems will appreciate the benefits of ManeX. By actually penetrating listless or damaged hair, ManeX enriches and strengthens, leaving it feeling thicker and healthier.

#### YOUR DESIRE FOR HIGHER PROFITS

A massive £250,000 advertising campaign in the national press and on local radio is sure to create additional awareness and demand. To increase sales, P.O.S. material is available to explain how ManeX works.

#### STREAMLINED AVAILABILITY

ManeX are pleased to announce that their range is now exclusively available through your Coty/Goya area manager.

So make sure you make the most of ManeX.



#### BANFI'S NEW HAIR CARE RANGE

For further information on the availability of the ManeX Hair Care Range complete and send off the coupon below, quoting ManeX New Account, or contact Beauty International Ltd, 973 Great West Rd, Brentford, Middx TW8 9DW. Tel: 01-847 3611.

I do wish to stock ManeX. Please call on: Name \_\_\_\_\_ Address \_\_\_\_\_

make an appointment by telephoning me on: Telephone No. \_\_\_\_\_

ManeX New Account, Beauty International Ltd., 973 Great West Road, Brentford, Middlesex TW8 9DW.

MANEX PROTEIN REPLENISHING COMPLEX 120ml & 50ml • MANEX PROTEIN ENRICHED CLEANSER 220ml, NORMAL/DRY, NORMAL/GREASY, FINE/THINNING  
MANEX PROTEIN ENRICHED CONDITIONER 220ml, GREASY/NORMAL/DRY, FINE/THINNING • MANEX VITAMIN & MINERAL DIETARY SUPPLEMENT.



# PHARMACY ECONOMICS

**M**anagement means administration and organisation. But unless we have a pharmacy, we have nothing to manage! Administration is concerned with fixing our aims; with deciding what moves should be taken by whom; with issuing instructions. Organisation involves setting up a structure, through which the administrative decisions are carried into effect. In many pharmacies the owner/manager is both administrator and organiser.

The management functions in any business are fourfold. They are concerned with:

1. the procurement of services and goods to be sold — or with manufacture
2. the selling of the services and goods
3. finance and
4. personnel.

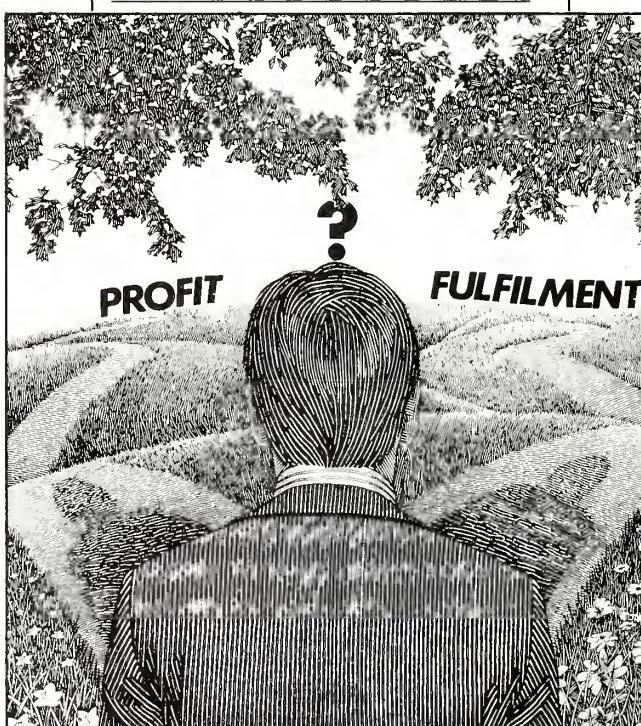
These four functions must be brought into harmony by the managing director or proprietor.

The obvious and principal reason why owners of pharmacies fail to achieve their objectives of profit and fulfilment in their work is this: the objectives have not been clearly defined from the outset, and the cost of achieving them has not been measured. It is not cynicism but realism to say that everything has to be paid for — in cash, or in other ways.

To increase profit, we have to be prepared to divert time and other resources — to decide on priorities. The retail pharmacist has to deal with the commercial and ethical issues facing all business people. But he or she has the extra duties imposed on a pharmacist. Profit is not the overriding factor when decisions are made on such crucial matters as the new contract, and parallel imports. And careful distinctions have to be made between short term and long term advantage.

Central to all problems of management are the people whose combined efforts are needed for the success of the enterprise. In most, if not all pharmacies, the greatest single cost is wages and salaries — including payment to the owner/manager of the salary he or she could command for running a similar business for someone else. But it is in human resources that the largest waste occurs. Psychologists differ on many topics, but there seems to be general agreement that the average person employs much less than ten per cent of their mental capacity. Where else in our business would we tolerate a wastage of well over ninety per cent of what we are paying for? And we are not merely throwing away money. We are also diminishing job satisfaction and happiness. Training and education in the broadest

## Aim for bigger profits



### How should a manager manage? A look at the main factors in retail pharmacy, and how the manager should use what he's got . . .

sense are the keys to profitability, and should be a priority with management.

Generally, to increase profits, we need to increase turnover, OTC sales and items dispensed. But the maximum turnover does not necessarily bring the maximum profit, in relation to the resources used. There are four types of resources: land, labour, capital and enterprise.

We cannot, at any given time, squeeze the biggest return from each resource. We cannot simultaneously make the highest return on capital, the biggest value of sale per square foot, the largest sales from each pound spent in wages, and the most substantial reward for our risk-bearing. So we should make the least wasteful use of the most expensive resources. This brings us

back to training.

The comments by Roger Evans under *Another Voice* (*C&D*, March 1) are apt, as is the report that "professional examiners of newly qualified doctors have been told to put more emphasis into testing whether they have acquired a good bedside manner." Also relevant is the statement attributed to the founding genius of the Sony Corporation, that... "we are not like companies who use workers as tools to make profit. We are like one family." The private owner-managed pharmacy because of its size and

the caring attitude associated with the profession, can exploit to the full the benefits of sound human relationships with staff and customer.

No particular size of pharmacy is the ideal. But it is important for the entrepreneur to consider five main factors, whether it is expansion that is contemplated, or the opening of a new branch.

**Technical factors.** More and more pharmacies are computerised in at least one principal function, ranging from labelling to full-scale stock and finance control and forecasting system. The extent to which computers are economical must vary with the size of the undertaking. It has been suggested that for the smaller pharmacy the "old-fashioned" methods of stock control might still be more efficient, as well as less costly. Before any expensive equipment is bought a strict cost/benefit analysis is essential. This should take into reckoning no

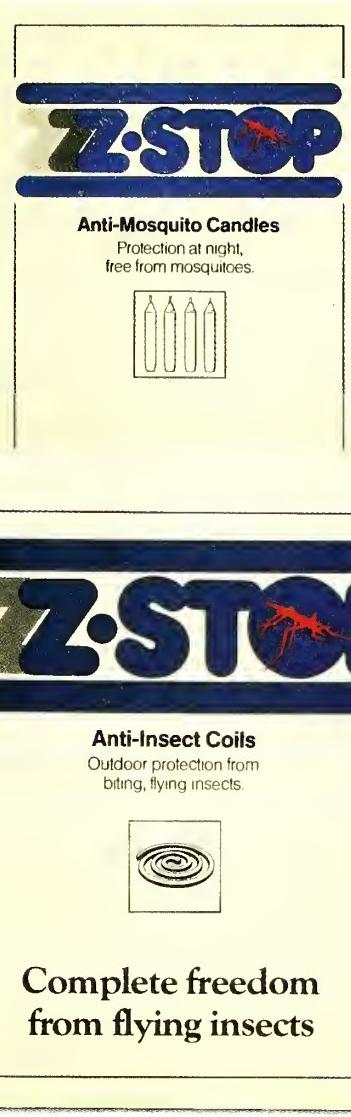
just the financial but also the psychological implications. It is worth a lot to make work pleasanter, and to impress customers with the up-to-date outlook of "their" pharmacy. Expenditure that looks uneconomic in the short-term could cement long-term goodwill — and profit.

**Managerial factors.** A pharmacist capable of managing one small pharmacy profitably and happily could fail in a large business, or if he expands into branches. As a general rule, an owner/manager will find close personal control difficult over more than about seven or eight subordinates. When a pharmacy has a large staff, heads of departments are needed. Problems of coordination arise, decisions can be slowed down, and jealousies might hamper the smooth running of the business.

With careful delegation and definition of duties a skilled manager can handle the disadvantages of growth. But there is enormous variation in management skills.

**Financial factors.** In retail pharmacy, the financial aspects of management loom

*continued on p90*



# Put a stop to flying insects.

With the Z-STOP range. All you'll ever need to keep completely free from flying insects.

Whether at home. Or abroad. On a beach. Or in a boat. Bathing. Or barbecuing. Camping. Or caravanning.

Whenever, wherever you need to keep flying insects at bay you'll find there's a product from the Z-STOP range that can help. But remember – the Z-STOP range is only available from your pharmacist.



# Complete freedom from flying insects.

# STILL NHS PRESCRIBABLE



## RoC TOTAL SUNBLOCK

RoC Total Sunblock — the only preparation to provide photosensitive patients with complete protection from the harmful effects of UVB, UVA and visible rays — is prescribable on the NHS.

A fact we are busy telling doctors right now. And one which should have you reaching for the phone; meeting scripts and recommending the RoC Total Sunblock for your photosensitive customers.

For ordering information about RoC Total Sunblock — just one of a range of RoC sun preparations — contact your local wholesaler or RoC (UK) Ltd, 13 Grosvenor Crescent, London, SW1. Telephone 01-235 9411.

RoC Total Sunblock Cream 10A + B (colourless)

THE ONLY COMPLETE ANSWER FOR PHOTOSENSITIVE PATIENTS



RoC (UK) Ltd, 13 Grosvenor Crescent, London, SW1. Telephone 01-235 9411.



continued from p898

larger than in most branches of retailing, because there must be a pharmacist in charge. This means that a substantial turnover is needed simply to meet the "fixed" cost of the pharmacist. The return on capital employed is a key indicator in assessing profitability. So the owner/manager should be careful to allow for his or her value to the pharmacy when arriving at the pure profit figure to be related to the capital.

The capital available when a pharmacy is bought or started from scratch obviously affects the size of the venture. Particular care is needed in fixing the price to be paid for goodwill. If an excessive sum is paid it is unlikely that the situation can be retrieved when the business is sold. And the goodwill value of a pharmacy is not necessarily what was paid in the first place. That is history. The value at the time might be much more or much less than the original amount.

**Marketing factors.** Unless we have goods and services for which there is a market, we have no business. The size of the market available, and our ability to exploit it must govern the optimum size of our pharmacy.

Apart from human relations the most neglected aspect of management is probably market research. Too often it is regarded as the preserve of large organisations. But publications such as the Family Expenditure Survey (HMSO) and the pharmaceutical Press can give a guide to the maximum market for dispensing and OTC in any location. This maximum must be scaled down to take the competition into account.

The next question to be answered is: 'Are there services I can ethically and profitably add to those my pharmacy already offers? These policy decisions, affecting the size of a business, are a very individual matter. There is food for thought in the reported move by Boots into convenience shopping.

**Risk and fluctuation factors.** Retail pharmacy is a high risk business. Stock can become "dead," new opposition can arrive, development can transform a premier trading site into a mediocre one, or worse. The widely diversified pharmacy, and the pharmacy with several branches, spreads the risk.

As you strive to reduce risk, you encounter other factors. More capital is called for. Staffing problems multiply, and so on. And there could be one factor for you — financial or non-financial — that overrides all the others.

## The protection racket . . .

Annan Engineering and P.C. & G. Ltd have introduced a high security unit to protect drugs and other portables.

The unit security Safestor is constructed in 3mm steel with measurements of 575mm by 510mm by 525mm high. All joints are internally flanged and secured with 6mm bolts.

Two high security locks and internal hinges complete the basic unit, which can be anchored to wall or floor by fixing bolts. The unit is supplied with a baked on polyester finish to any British Standard colour and costs £340 + VAT from P.C. & G. Ltd, Woodcroft House, Old Vicarage Drive, Appleby, Nr Scunthorpe, South Humberside DN15 0BY.

## See the Lite

Lite-bord is the electric version of a traditional blackboard, designed for retail outlets.

Special crayons are supplied to write fluorescent words on a black acrylic surface. The board has an on/off switch and crayon holder, and comes in seven sizes, ranging from 1ft x 1ft (£55) to 6ft x 4ft (£349). Prices include delivery, five crayons and a cleaning cloth.

*Litebord Ltd, New Hertford House, 96 St Albans Road, Watford, Herts WD2 4AB.*

## On edge

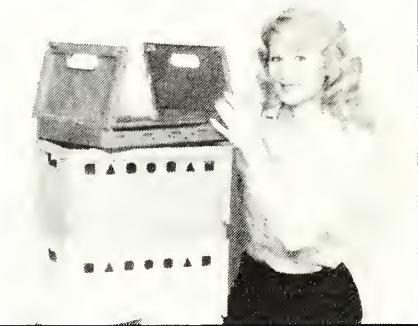
A range of edge-lit acrylic signs for the display of business names and logos has been introduced by Showcard Systems.

Called Acrylume, the signs use fibre optics and a combination of silkscreen and laser engraving to produce a range of illuminated images. *Showcard Systems (Retail) Ltd, Pendle House, Jubilee Road, Letchworth, Herts SG6 1NE.*

## Body heat

Peak Technologies have designed an infrared detector for use in smaller retail premises. An intruder's body heat is detected by the sensor within a 12m range, and the unit relays to a control panel which triggers an alarm or a signal.

The device operates from a 12V DC power supply and is called the SM-1. An alarm latch can link several detectors. *Peak Technologies Ltd, Dayson Works, Warwick Road, Borehamwood, Herts.*



## Ultrabox on display

A storage and display idea for shops is now available from Phipps Promotional. Ultrabox is constructed of coloured heavy duty plastic and has hinged sides, held upright by pairs of integral sprung catches. By depressing these catches, one side of the box can be dropped for display.

The dimensions are 11½in by 15½in by 9in. Supplied in multiples of ten, individual boxes are priced at £6.95 each plus VAT and postage and packing. *Phipps Promotional, 10 Hook Hill Park, Hook Heath, Woking, Surrey.*

## Signs of safety

Jalite have added photoluminescent rigid fibre board backed safety signs to their range of products designed for day and night vision. The signs glow in the dark, and in natural or artificial light they automatically charge and re-charge the photoluminescent material. The product complements an existing self-adhesive flexible PVC range. *Jalite UK Ltd, 21 The Seax Centre, Southfields Industrial Park, Basildon, Essex SS15 6SL.*

## Swedish clip

A patented clip from Sweden — Klippit — is designed to provide a water tight seal when clamped over a flexible tubular container, say makers Swede Style. Made from nylon, it is said to withstand boiling water and deep freezer temperatures. If the clip is distorted it regains its shape in boiling water, say SwedeStyle, Aries House, East Grinstead, West Sussex.

## Cash cassette

A Counter Cache cash collection system has been introduced by Volumatic. It consists of a container, locked under or on top of the check-out and holding all large denomination banknotes. A lightweight cassette holds the notes and can be swapped for an empty one. *Volumatic Ltd, Taurus House, Endemere Road, Coventry.*

Tempted into pharmacy through contact with a family friend in his home town of Southampton, Alan Prince first served a year's apprenticeship with him before qualifying from the Welsh School of Pharmacy in 1966. The pharmacist friend was the ubiquitous Boots manager and it was to Boots that Alan returned, working as a pharmacy manager in a now-leapfrogged Shirley branch, before joining Westons to open a new branch in Salisbury.

Neither Boots' nor Westons' style of management appealed to Alan and so, in May 1971, he moved back to his hometown and into his first shop — not a pharmacy but a drug store.

From the first, Alan appears to have found the pharmacy environment stifling, particularly with the need to be ever-present to supervise medicine sales and script dispensing. Also, some of the retailing methods of Boots and Westons appeared shaky to him, although much was taken on board for later use. Boots had a good stock control, Westons didn't, and Westons also merchandised their branches less well than the major multiple. However, in his opinion, what they both failed to do was to get their middle management through the door often enough to exert a proper control of retailing standards. "At Boots or Westons you could go for weeks before seeing the next pharmacist up the line."

At Share each drug store gets a visit from one of the eight



## The Share principle — keep it simple, stupid

**When pharmacist Alan Prince decided he wasn't getting his share of the retailing action working for the multiples, rather than go "independent" he forsook pharmacy and founded Share Drug Stores. Now some 15 years on he looks back, but not in anger, at the profession he left and offers some hard-nosed retailing advice.**

area managers, the two regional managers, or from one of the six directors at least once a week. Alan Prince unashamedly keeps tight control of retail disciplines through his line managers. "We have a set series of checks to be made on a routine store visit covering merchandise on shelf,

cleanliness of stock, staff, shelves and shop. Each manager gets a carbon copy of any faults found and has a week to rectify them. We are a fairly hard-nosed team, but we have to be. We are in a very competitive retail market."

Recruitment of store managers is mainly from the multiple food chains, but

promotion is substantially from within the company through a system of trainee and relief managers. While Alan Prince would claim to know how to pick 'em, quality is ensured by knowing which managers to dispense with, although this is fortunately a rare occurrence.

Alan Prince takes a considerable pride in the "bottom-line performance" of his 81 stores. In October 1984 he took the group onto the Unlisted Security Market making himself and wife Sylvia millionaires overnight, and he has just announced a 1 for 6 rights issue raising approximately £3.8m for the company to fund further expansion. However, with an operating profit standing at approximately 6 per cent net of sales and with stores opening at a rate of 25-30 a year, serviced by their own trucks and a purpose-built warehouse opened last year in Southampton, he is neither abashed by his success nor complaining.

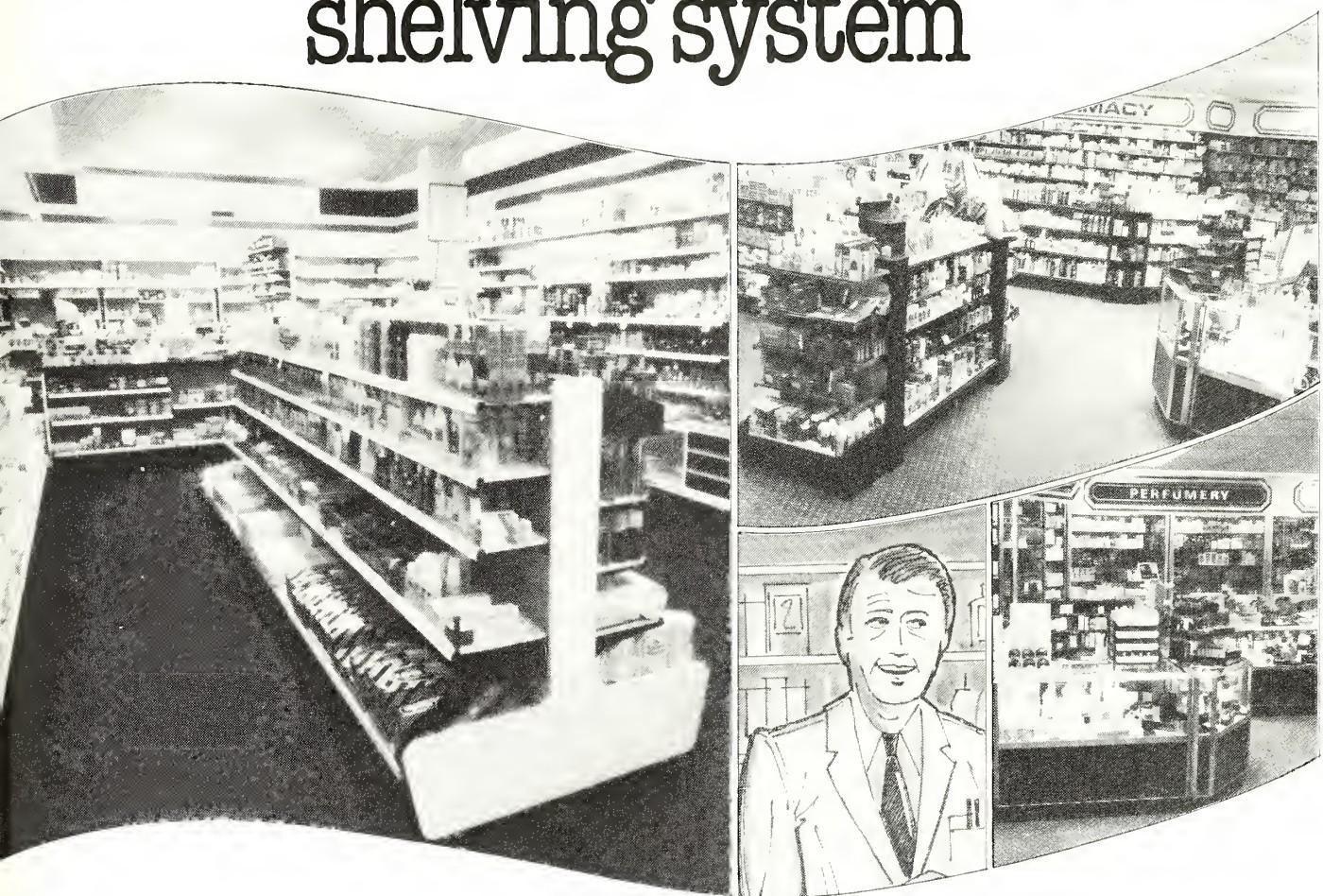
Alan says he sometimes wonders if he could have achieved the same success with his own pharmacy chain, but he appears to have no regrets at leaving the profession and has some doubts about the way it may move post-Nuffield. "I never saw myself as an alternative diagnostician," he says. "There is a strong case for relieving GPs of some of the pressure of dealing with minor ailments, but I don't believe pharmacists either get the initial training at university to give the best health care advice, nor do they take sufficient advantage of refresher courses in later life."

**"I believe I could put any of my area managers into any mediocre pharmacy and turn its performance around substantially in a very short time"**



# Show and sell with modisplay

## The flexible high quality shelving system



Modisplay with profit in mind. We design your individual requirements, manufacture the units in our own factory and carry out the installation with our own trained fitters.

A deep understanding of merchandising your shop or store is backed up with over 20 years experience in the pharmacist trade.

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your sales  
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And he goes further: "The profession of pharmacy is highly over-rated. It is not demanding at retail level. There is the eternal dilemma of having to be both a hard-nosed retailer (that key word again) and a professional."

Have the independents and multiples caught up at all with the High Street retailing creed of 1986? Some have and some haven't is his reply. Alan Prince likes the Fitch designs to be found in larger Boots branches, but finds the smaller branches have, if anything, slipped further behind. "In too many of them you can find shelves either with stock gaps, almost empty, or dusty." His view of many small independents is the same, although when 'doing' a town in search of a new store site it is usually Boots, Woolworth, major supermarkets and drug store competitors who are inspected.

"I believe I could put any of

my area managers into any mediocre pharmacy, including Boots, and turn its performance round substantially in a very short time," Alan Prince says.

The style of pharmacy he finds appealing is that of Underwoods and other similar chains. While appreciating the professionalism of his competitors, if a town is of sufficient size he has no fears in opening up in direct competition.

Share Drug Stores are renowned for their keen prices on branded goods. That policy will continue, Mr Prince says, together with the present vigorous expansion of their own brand range which now accounts for 27 per cent of sales. He does not expect own brands to take more than about 35 per cent of the total market and stresses Share's support of the major advertised brands: "We would be fools not to support

them as we do."

His hope for pharmacy, is that it becomes purely professional. Realistically he says it will not: "There are too many large companies with a vested interest to allow this to happen." He believes the shop and pharmacy areas should be easily distinguished and, above all, that they should rationalise and simplify their merchandise, stock control systems and store layout.

For Share the future is bright. The USM launch in 1984 raised the group's profile in both the High Street and the financial world and gave new momentum to the opening programme. The Share warehouse has the ability to service up to approximately 160 stores if expanded. Average store size is now 2,500 square feet compared with 1,500 square feet in the early days. Medicines take just 5 per cent of sales, household goods 12 per cent and

toiletries some 30 per cent. D & P sales are an important source of profit to Share and turnover and actual performance is a jealously guarded secret. It is also the only area, other than the checkout, where Share staff and customers meet. Minilabs are under Alan Prince's microscope but decisions still have to be made.

His retailing philosophy is based on the KISS principle — Keep It Simple, Stupid. One thing is quite certain, his customers, his competitors and the stock market know he is not stupid, and it is clear that he feels the same about pharmacists, while evidently believing the majority are still in need of good advice on retailing.

Princes usually have to be kissed by beautiful damsels to effect the transition from frog to royal. Alan Prince's KISS for pharmacy would not cause too many deaths in the family.

## PL(PI) ADDITIONS

The following PL(PI)s have been notified to C&D since its April 12 supplement.

### Alan Pharmaceuticals Ltd

PL/5401/0105	Fucidin	Fusidic acid 2% w/w
PL/5401/0100	Madopar 125	Levodopa 100mg, benserazide hydrochloride 29.5mg = 25mg base
PL/5401/0097	Midamor	Amiloride hydrochloride 5mg

### API (Suppliers) Ltd

PL/5848/0230	Gaviscon liquid	Sodium alginate 500mg, sodium bicarbonate 267mg, calcium carbonate 160mg
PL/5848/0180	Nuelin 125mg tablet	Theophylline BP 125mg (pharmacy medicine)
PL/5848/0194	Rivotril 2mg tablet	Clonazepam 2mg
PL/5848/0246	Ventoline	Salbutamol BP 20mg
PL/5848/0025	Ventolin inhaler	Salbutamol micronise 1.176mg

### Cloakstyle Ltd, trading as Field Court

PL/5871/0014	Trandate 100mg	Labetalol hydrochloride 100mg
PL/5871/0042	Trandate 200mg	Labetalol hydrochloride 200mg

### Eurochem Ltd

PL/5513/0230	Allegron 10mg tablet	Nortriptyline hydrochloride 11.4mg = 10mg base
PL/5513/0227	Allegron 25mg tablet	Nortriptyline hydrochloride 28.5mg = 25mg base
PL/5513/0228	Danatrol 200mg	Danazol 200mg
PL/5513/0035	Kemadrine 5mg tablet	Procyclidine hydrochloride 5mg
PL/5513/0190	Ventolin inhaler	Salbutamol micronise 1.176mg
PL/5513/0225	Vermox suspension	Mebendazolum 20mg



### Europharm Ltd

PL/6792/0054	Alupeni 20mg	Orciprenaline sulphate 20mg
PL/6792/0055	Androcur 50mg	Cyproterone acetate 50mg
PL/6792/0049	Artiflam 200mg	Tiaprogenic acid 200mg
PL/6792/0013	Bayacron	Mefrudiside 25mg
PL/6792/0057	Burnex 1mg	Bumetamide 1mg
PL/6792/0046	Cinopal 300mg	Fenbufen 300mg
PL/6792/0036	Clamoxyl 500mg	Amoxycillin trihydrate = 500mg Amoxycillin
PL/6792/0015	Corlan pellets	Hydrocortisone succinate sodium 3.535 = 2.5mg base
PL/6792/0033	Dolobis	Diflunisal 250mg
PL/6792/0047	Eusaprime forte	Trimethoprim 160mg, sulphamethoxazole 800mg
PL/6792/0031	Ismelin 25	Guanethidine sulphate 25mg
PL/6792/0029	Liorsal 10mg	Baclofen 10mg
PL/6792/0044	Madopar 125	Levodopa 100mg, benserazide hydrochloride 28.5mg = 25mg base
PL/6792/0063	Moducren	Hydrochlorothiazide 25mg, amiloride

hydrochloride 2.84mg  
= 2.5mg base, timolol  
maleate 10mg

PL/6792/0005	Motilium	Domperidone maleate 12.72mg = 10mg base
PL/6792/0007	Nolvadex	Tamoxifen citrate 15.2mg = 10mg base
PL/6792/0074	Penbritin 500mg	Ampicillin trihydrate = 500mg base
PL/6792/0065	Praxilene 100mg	Naftidrofuryl oxalate 100mg
PL/6792/0011	Salazopyrin 500mg	Sulphasalazine 0.5g
PL/6792/0041	Tegretol 200	Carbamazepine BP 200mg
PL/6792/0067	Tofranil 10mg	Imipramine hydrochloride 10mg
PL/6792/0012	Tryptizol 10mg	Amitriptyline hydrochloride BP 10mg

### M&A Pharmachem Ltd

PL/4077/0140	Nolvadex tablet	Tamoxifen citrate 15.2mg = 10mg tamoxifen base
PL/4077/0071	Trandate 100mg tablet	Labelol hydrochloride 100mg
PL/4077/0072	Trandate 200mg tablet	Labelol hydrochloride 200mg

### Whitworth Pharmaceuticals Ltd

PL/4423/0054	Septrin adult suspension	Sulphamethoxazole BP 400mg, trimethoprim BP 80mg
PL/4423/0100	Septrin forte tablet	Sulphamethoxazole BP 800mg, trimethoprim BP 160mg
PL/4423/0080	Fenopron 600mg tablet	Fenopron calcium 694.65mg = 600mg fenoprofen
PL/4423/0014	Indocid Retard 75mg	Indomethacin BP 75mg
PL/4423/0097	Prothiaden 25mg capsules	Dothiepin hydrochloride BP 25mg
PL/4423/0093	Imuran tablets	Azathiprine BP 50mg
PL/4423/0063	Kinidine Durules	Quinidine bisulfate 250mg = 200mg quinidine sulphate
PL/4423/0072	Tryptizol retard 75mg capsules	Amitriptyline hydrochloride 75mg

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## DDA reposte to pharmacy

Both Mr Davies (*C&D*, April 26) and Mr Brunt (*C&D*, April 19) have fallen for the trap of not checking my references — or, worse, ignoring them. It was not I who said chemists were not competent to give advice, but "Which?" and Channel 4 in two independent surveys. It is because I am concerned for our patients that I made the point so forcefully.

Would Mr Davies care to say where his members get their clinical knowledge and how they keep up-to-date? Has the long established chemist some source of learning denied to the prescribing GP regarding modern drugs?

Remember, it is the GP who takes the ultimate responsibility for the use of drugs, not the chemist. This is a very potent incentive for keeping up to date. What incentive does the busy chemist have while continuing to run his retail business efficiently?

Mr Davies' organisation has made much, over the years, of unsupervised, unqualified doctor dispensing. Since Nuffield, all the chemists' representative bodies have accepted that the chemist is no longer needed in the dispensary. Hence my pertinent comment of "hypocritical humbug" particularly since the DDA strongly urges its members to employ those same qualified technicians currently employed by the chemists.

What reason can there now be why *all* doctors should not dispense?

Mr Davies does take the biscuit charging me with chauvinism when one reads his "Personal Opinion" (*C&D*, April 5). However, I thank him for his kind offer to lighten my workload, at a cost to the DHSS, but dispensing doctors and their patients have done well enough, heretofore, and wonder whether even our urban colleagues really need this help.

**Dr David Roberts**  
Chairman,  
Dispensing Doctors' Association.

## Calling all Aussies...

1988 sees Australia's bicentenary celebrations. The first pharmacists in the colony were from this country, and the link has continued to this day, though now it is a reverse flow, with many young Australian pharmacists providing a help with locums.

Inspired by the example of our Pharmaceutical Society, we have seen the

creation and development of societies in the various states, and many of our academics today are involved with education there.

Our BP conference in Jersey will as usual be attended by many of our Australian colleagues. Can we not use this occasion to let them know that we are interested in maintaining our links? Or perhaps some ceremony at 1 Lambeth High Street in 1988...

Let us not treat as a nonentity this great event in Australian history.

**Mervyn Madge**  
President,  
British Society for the History of Pharmacy.

## Long-term loss from long-term prescribing

The effect on remuneration as a result of doctors prescribing for "60-day" amounts or more is now well documented. It is also proposed as a firm item for discussion with the DHSS in due time — whenever that is! It is apparent that this practice is growing and becoming more common throughout the UK and is affecting some contractors more than others. The result is unfairness and inequity in remuneration.

Since September 1983, I have been making representations to the necessary authorities and it now appears that the DHSS have stated that "they will not discuss or consider this item until 'part 2' of the negotiations are opened, and only then after the 'new' contract has been finalised" despite being pressed to do so by the Pharmaceutical Services Negotiating Committee.

I feel strongly that this problem must be considered now, rather than at sometime in the distant future. This problem has absolutely no bearing at all on the rationalisation of the new contract and would not increase Government costs. The apparent "not on offer" stance taken by the DHSS is totally unreasonable. The fact that the losses sustained are continuing and other contractors are becoming increasingly adversely affected reinforces this viewpoint.

I must seriously suggest that the PSNC urges the DHSS to resolve this continuing injustice now, even to the extent of a judicial review — "a procedure by which every type of remedy for infringement of the rights of individuals that are entitled to protection in public law can be obtained..."

Recently, the barristers were successful in challenging the Lord Chancellor over

remuneration matters. Why not us? May I urge all fellow contractors who have been or who are affected by long term prescribing to write to the PSNC and lobby their local representative in order to resolve this problem with determination.

**Michael Reynolds**  
Highcliffe, Dorset.

## Getting a grip on your Kirby

Calling Xrayser and all pharmacists: You might like to add to your "simple faults sheet" for your Kirby Lester (mine is a K18). A couple of suggestions given to me saved an expensive engineer's visit.

Take out the light bulb and turn it around; carbon sometimes builds up on the contacts in the holder. Similarly — but this is a tedious job best done when you are closed — disconnect the cable attachment in the back of the machine and gently scrape the connections and contacts. Again there may be build up of carbon; this has solved malfunctions for me on several occasions.

**David Davis,**  
London SE5

## "Square" deal for all in May

We at "The Square" have always prided ourselves on our innovation: last year the Square Association initiated an annual lecture in pharmacy and we believe that we were the first past-students association to attempt such a venture, but we could be wrong.

Last year Professor D'Arcy lectured to us brilliantly on alternative medicines and this year we are delighted to announce that Dr Paul Stillman (GP and co-author of "Minor illness or major disease?") has agreed to lecture on the exquisitely provocative subject "Doctors and pharmacists — colleagues or competitors?"

We extend a warm invitation to all pharmacists to attend this "Second Annual Square Association Lecture" on May 8 at the School of Pharmacy, Brunswick Square, London, at 7pm. Dr Frank Fish, the dean, will be our host and has kindly agreed to provide refreshments from 6pm.

We think we can promise a stimulating lecture and I hope a lively debate.

**Mike Thompson, president**  
**Iain McLay, secretary**  
**Dave Barnes, treasurer**  
The "Square" Association.

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**BEANSTALK**

**W**orking in a late night pharmacy in a big city one is often faced with the reality of being the "source of all wisdom" after normal surgery hours or usual opening times. That is, after the patient has exhausted all the other usual sources of advice, ie neighbours, relatives, people in the bus queue, etc. Many of the demands for consultations which finally come our way are from patients who make a special effort to come to the pharmacy, others are from patients who just walk in off the street as they are passing, others who are sent by their daughters or neighbours etc.

There are, however, a large number of requests for advice which come via the telephone. Although many calls merely ask the opening times of the shop there are many others which highlight some of the more obvious failures of our educational system to impart some of the most rudimentary aspects of health care or even human biology!

The anonymous voice on the other end of the telephone will admit to many faults, lack of understanding and ignorance on certain matters which would be denied, feigned or brushed aside in a face-to-face confrontation over the counter or consultation desk. This "phone-in" service results in some weird and wonderful requests and questions, some of which can be disregarded (those which would be physically impossible anyway). A large proportion are from patients asking about their condition and the medicines they are taking, questions that they forgot to ask during the consultation or when the prescription was dispensed.

There are calls from people wanting to know if they can have a drink with their tablets (many such requests) as it's Aunty Flo's birthday, the office party, the regular Friday night out or whatever excuse that can be made to make it sound plausible, and of course, they do not make a habit of it. But... some calls are about the course of their disease and if the tablets should have started

## Telephone diplomacy matters

**P**harmacists are forever being asked by patients about their medicines, particularly when the doctor's surgery is closed. Some of the problems may seem unnecessary and trivial. But John Timmins, who is principal pharmacist — peripheral hospitals, at the children's hospital in Sheffield, believes we should consider the benefit we gain for ourselves and the profession by taking the trouble to answer such inquiries before we abruptly cut off the questioner.

to work or if another visit to the doctor is necessary. Occasionally there are the very serious and worrying calls from parents wondering if what their little Johnny had eaten could be dangerous since they are only iron tablets, lavatory cleaner etc, and if it was really necessary to bother the doctor. One hopes that the advice given is speedily acted upon.

There are of course the other type of calls — some of our regulars, like the lady who insists on obtaining specific details about the storage and stability of her numerous medicines. This procedure being

repeated at frequent intervals (sometimes weekly, sometimes daily and even on bad days — hourly — just to remind her of what we said). Or the regular who delights in expounding on his detailed personal problems over the telephone when he admits to being unable to tell his GP of these face to face. We have the old ladies who, on the pretext of asking about their medication go on to tell us their worries, social problems, living conditions, ask us about their neighbour's medication, how to look after their cat and general comments about the state of the country. In these instances the telephone is often their only lifeline and the poor pharmacist a mere medical samaritan.

The temptation is often there to abruptly cut short their conversations with a harsh comment yet one must appreciate the role that we as pharmacists are establishing as members of the primary health care team. With any service that has open access to its clientele there will be abuse by some patients and misuse by others. We must be certain that we can identify the important requests, redirect others, educate where necessary and equally importantly make the "establishment" aware of this important (and upaid) role provided by pharmacists. This role, taken on willingly by the majority of us, has increasing importance as more and more professions make themselves less accessible to the man-in-the-street by hiding behind the barricades of appointment only systems or by using bureaucratic and unintelligible forms. So the next time Mrs Smith phones up for the umpteenth time that week to ask whether she will be alright taking her tablets 15 minutes before supper instead of 30 minutes because that is how long it takes her to put the kettle on and butter the bread, just remember that amid these requests there will be someone who will think better of you and the profession for your trouble, availability and advice, and you just may help to improve someone's life.

# Propain

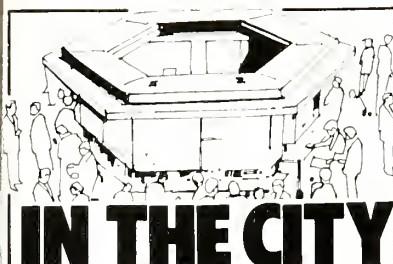
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## IN THE CITY

April was a cruelly nervous month on the stock market. The FT ordinary index seesawed hesitantly around 1,400, but always below the year's high of 1425.9. Analysts found the month's news difficult to interpret, with lower oil prices, a fall in interest rates and a firm currency clearly pointing to better times.

Countering these factors were bad economic figures on the balance of trade and unemployment and, most controversially, the American raid on Libya, widely seen as destabilising.

Mr Stanley Kalms, the chairman of Dixons, was unperturbed by these analytical problems and launched a long awaited £1.5bn bid for Woolworth. Despite the successful integration of Curry's last year Dixons is still much smaller than Woolworth, so the bid is fairly audacious, even by today's standards. The current bid has little chance of succeeding with Woolworth's share price well above the value of the offer, and better terms are widely expected.

W.H. Smith's agreed bid for Our Price, the record retailing chain, provided a welcome break from the acrimonious dispute between Dixons and Woolworth. It is, however, yet another stock market takeover to change the face of the High Street, and more are expected.

As Mr Kalms launched his bid for Woolworth, the mega bids for Imperial Group and Distillers were closing, with Hanson Trust and Guinness claiming their respective victories. United Biscuits and Argyll, the defeated pair, both retreated, United Biscuits still claiming it knew more about snacks than Hanson, and Argyll admitting that the bid for Distillers had put the development of its existing business back by six months.

The bid by John Mowlem, the builder, for SGB, the scaffolding company, was an altogether less strenuous affair. If concluded, the takeover would result in a fraternal union, as the chairmen of the two companies are brothers — Mr Philip Beck of Mowlem, and Mr Clive Beck at SGB.

ICI was the main disappointment in a wobbly month, with first quarter figures 24 per cent down at £204m. There were good figures, however, from Glaxo, which demonstrated that Zantac, the ulcer treatment, still has plenty of scope for growth — though the company did not say that other products were now growing just as quickly.

## NCT calls for halt to out-of-town development

Calls for a halt to out-of-town shopping developments were overwhelmingly backed at the National Chamber of Trade's Harrogate conference last weekend.

A motion put by the Sheffield Chamber claimed complexes had reached "more than adequate levels" and called on the Government "...to give high priority to the upgrading and enrichment of existing shopping communities." An NCT spokesman said the move was backed "almost unanimously."

A bid by the Wandsworth Chamber to bring in a new local tax was turned down by conference delegates. The motion was for a tax levied on the turnover left after subtracting twice the VAT threshold figure and manual labour charges. "The general feeling was that this would be difficult to understand and complicated to carry out," said a spokesman. "It could also give businessmen a lot of extra paperwork."

More successful was a call for higher cheque card limits, bringing the guarantee up to £100. Despite arguments

that banks would suffer from having to stand losses — already involving millions of pounds a year — the conference backed the move. Supporters pointed out that cards first gave a guarantee of only £30 and had to go up in recognition of changing money values.

In the wake of the Shops Bill defeat, the NCT's board of management announced a meeting with affiliated retail bodies — which include the NPA. Amendments to the present Act will be discussed, said the NCT, to allow for some Sunday trading while avoiding complete deregulation.

In his presidential address George McGehan said the NCT would do all in its power to dissuade politicians from using business as a means to a political end. He complained about the proposal to make employers responsible for paying family credit and commented: "If that is what is meant by 'lifting the burden' can you wonder that I entertain doubts about political sincerity?" Mr McGehan added that if the "master plan" was to achieve economies by "...turning employers into upaid civil servants, I say it will not do — and we should not tolerate it."

## Macarthy's new order terminal

Macarthy's have unveiled a new order entry terminal to supersede the hand held Choice PDT, and plan to introduce autodial facilities with the new unit within the next month.

The new unit is a 16k personal computer (although the PC capabilities are not fully used at the moment) with an eight line display on a split screen. Measuring about 9 by 6 by 2ins the unit is fully portable, although Dave Porter, Macarthy's customer systems manager feels it will generally be used on a desk top — the one in current use is most often used this way, he says.

The new unit offers improved facilities. Customers can now combine cases and single items in one order, and consequently place mixed OTC-ethical orders. The communications functions have been upgraded to allow retention of out of stock information from previous "pages", and details of part deliveries.

The unit, being called the Choice

order terminal, comes with a bar code reader and a mains lead. The memory is battery protected for up to six months. A modem, which includes auto dial facilities, is included. Rental costs are £20 a month.

The company has also updated its Choice Plus business computer (C&D Nov 2, 1985).

## Rubbing out rubber image?

London International — formerly the London Rubber Company — have launched a £151 takeover bid for Wedgwood.

The move follows their 1984 purchase of china makers Royal Worcester Spode. Chairman Mr Alan Woltz wants to erase the company's old image as just "a rubber maker" says the *Guardian*.

Wedgwood chairman Sir Arthur Bryan described the news as "an unwelcome surprise." London International are offering three of their shares for every two of Wedgwood.

## We will fight Wages Bill — but we will not win, says USDAW

USDAW can do nothing to prevent the Government pruning Wages Councils, Labour MP Tom Torney told union members in Eastbourne on Tuesday.

He agreed with a jubilant annual conference that the Shops Bill defeat had been their great victory. "But the Wages Bill will be carried," he said. "There is only a fortnight to go before the report stage. There is nothing you can do to stop it."

This was true, admitted deputy general secretary John Flood. "The Shops Bill is only half of the Government's attack. The Wages Bill is still looming over us as the great threat to our future." So USDAW has still to fight to get across the injustices facing shopworkers. Said Mr Flood: "The Government is producing legislation to license unscrupulous employers to exploit a vulnerable workforce."

An overwhelming majority of delegates voted to oppose the Wages Bill which prunes the power of Wages Councils to minimum and overtime rates, repeals the Truck Act and takes under 21-year-olds out of Wages Council protection.

"The Government says Wages

Councils destroy jobs — it is up to us to expose this as falsehood," said Mr Flood. "And we must demand that the Government tell us what its thinks is a fair rate of pay for 16, 17, 18, 19 and 20-year-olds. Do they think £49 too high? £57 too much? £68 inflationary?"

Earlier Mr Flood had voiced the Union leaders' satisfaction over the Shops Bill defeat. But under the banner "A campaigning union ready to take action" he warned against complacency.

The Union could not go on defending legislation which badly needed reform. "We can't just say 'Thank you' to the Labour Party for supporting us," he said. "We must help them by supporting a modern Shops Act. We can't leave it to the likes of Ivor Stanbrook. We must meet with the Party and MPs and get together a policy to put before the electorate, before the next election."

□ A Government amendment means that redundancy pay rebates for employers of ten or more will be abolished on August 1 or as soon as the Wages Bill receives royal assent, whichever is the later. The Bill had previously said the abolition would be "on a day to be appointed by the Secretary of State."

## Wholesalers 'fair game,' says Mair

Pharmaceutical wholesalers seem to be fair game for cost-cutting, says Unichem chairman David Mair in the latest annual report.

Complaining of being "squeezed from all sides," Mr Mair asks of pharmacists buying from importers: "Where would they be without a comprehensive wholesaling service?" He is confident that action will be taken against parallel importing and hopes for new pricing schemes to reflect the differences between PI drugs and Tariff prices. "Each community pharmacist is free to choose from where he buys," comments Mr Mair, "But the buying of PIs for short-term gain prejudices the very foundation of the pharmaceutical industry."

The growth of original pack dispensing will be "nowhere near complete" by mid-1988, predicts Mr Mair. "Let us hope that the costs are justified and that some order will be restored out of the potential chaos."

Claiming that Unichem thrives on uncertainty, Mr Mair describes the year's financial results as superb. Turnover was up 19 per cent to £441m, with pre-tax profits up to £34m from £28m in 1984.

## Hair loss?

Henara chairman G.H. Robinson says 1985 has not been an easy year for the company.

UK sales were badly affected by own label competition in the toiletries sector, says Mr Robinson in Henara's 1985 report. Turnover for the UK was down from £4.7m to £4.6m, but improved exports meant total pre-tax profits were slightly ahead of 1984 — 4 per cent up at £1.27m.

In July 1985 Henara bought Norton of London, which they say has good potential. "It is part of the strategy to broaden our base in the personal care market."

The retail price index for all items in March was 381.6 (January 1974 = 100). This shows an increase of 0.1 per cent on February and 4.2 per cent on March 1985.

## Cold water on new Shops Bill

Government sources were this week deeply sceptical about revising the Shops Bill in the next Parliamentary session, starting in the Autumn, in spite of back bench attempts to draft new Sunday trading legislation.

Tory rebels who sank the Government's Bill were due to meet at Westminster the day after C&D went to press (May 1) with the aim of agreeing on what limited Sunday trading they would all be willing to support.

Their leader, Ivor Stanbrook MP, plans to introduce their compromise as private legislation on May 13. It will not become law in that form but Mr Stanbrook says widespread support for his measure would enable the Government to enact a similar Bill of its own in the next session.

But Government sources are pouring cold water on the idea. Said one top Downing Street aide: "We have seen no evidence at all that those who voted against the Government Bill are capable of agreeing on an alternative. They all want different things."

"Before the Government gets involved in another attempt on Sunday trading we would want to see utterly convincing evidence that it will not end in another fiasco in the voting lobbies."

## Insolvency rules come into effect

Two controversial provisions of the Insolvency Act have come into force.

The two sections cover personal liability and disqualification for directors of insolvent businesses.

Under the disqualification provision, liquidators can look into the conduct of directors over the three years before insolvency. If they think it necessary, a report can be handed in to the Department of Trade and Industry. From here a case goes to court, where a disqualification order can be made.

The other section means that directors can be held personally liable if a court thinks they should have known — before the winding-up of the firm — that there was no way of avoiding insolvency.

Critics have pointed out the difficulty of pinning down a time when insolvency is inevitable. And they say directors will not always have the information or the expertise to help them make this decision.

## Tip Top: more stores to come

Tip Top Drugstores have come to the market with an offer for sale of 3.2 million shares at 160p each.

The offer values the Northern-based chain at £18.6m. Dealings start on May 9.

Founder and chairman Fred Brown said there was room for 1,500 drug stores in the UK. He puts the current figure at less than 500. Tip Top are looking to strengthen their position in the North andorth West before following long term plans to move South.

The firm's prospectus describes Tip Top as "taking advantage of the recent trend away from the traditional chemist towards the low cost, specialist retailer". Mr Brown said Boots, particularly, were sing out, with "... a gradual shift away from chemists, groceries and others like Woolworth and BHS".

Tip Top's own label products are seen as a major strength for the future. These account for 14 per cent of the stores' turnover, and finance director Keith Hardinge is hoping for a minimum of 25 per cent. "Own labels didn't go down very well in the North for a long time," said Mr Hardinge. "They were seen as a commodity tea, cheap and inferior. But Sainsbury's and Asda gave them more exposure and now there's much more acceptance".

Describing Tip Top as the main drug store in its area, Mr Hardinge was confident that the company could meet the Superdrug challenge. "We've been operating in more depressed areas of the country and will gain a lot from moving south. But Superdrug are moving up to these areas, and it probably won't benefit them as much overall."

Tip Top's profits are forecast at £1.2m before tax for 1985-6, showing a rise of 474,000 on the previous year.

## Data Act fails to register...

The National Chamber of Trade estimates around 90 per cent of people who should register under the Data Registration Act 1984 have failed to do so. The closing date for registrations is May 11 and the cost is £22 for three years on the register.

A spokesman for the NCT says that people who do not register are subject to fines of up to £200 for every day they are not registered, although the Act is not fully

enforceable until November 1987. The Act covers information about living individuals, data users and the subjects of the data.

The NCT believes that many people do not realise they are required to register. After May 11 anyone who believes there is information about them on file can ask what that information is and if the holder is registered under the Act. Otherwise, a complaint can be made to the Data Protection Registrar. Further details from the Office of the Data Protection Registrar, Springfield House, Water Lane, Wilmslow, Cheshire SK9 5AX, 0625 535777. NPA members can obtain a data protection package from business aids department.

## No VAT for Kodak swaps

Kodak have reached an agreement with Customs and Excise which means that VAT need not be accounted for in the exchange programme for instant products.

The supply of goods in exchange for vouchers is not subject to VAT so the sale should not be included in VAT returns, even though retailers are being reimbursed for that sale. If it is required to record the supply of goods through a cash register, the amount should be deducted before calculating output tax.

## COMING EVENTS

### PSNI Ballygally details

The Pharmaceutical Society of Northern Ireland has released details of its 1986 Conference at Ballygally Castle Hotel, Ballygally, Co Antrim, on May 30 to June 1.

The Conference kicks off with a debate organised by the Young Pharmacists Group — "Nationalisation is the future for community pharmacy" — on Friday evening.

The Saturday sessions have Dr Peter Noyce, of the DHSS, on the future of hospital pharmacy and Dr James McElroy of the Queen's University, on "Drug interactions with medical plastics" in the morning. After lunch, Mr Gordon Appelbe, head of the PSGB's law department, addresses "Good pharmacy practice in relation to primary health care", and Professor Alain Li Wan Po of the Queen's University takes on "Optimisation of drug action through improved delivery".

The Sunday morning session sees Mr Bernard Silverman, PSGB vice-president on Nuffield, with Dr Derek Balon on "Community Pharmacy — a prescribing role in the future" after lunch, and before the close.

Costs for the full weekend are £50. Further details and the scale of charges for parts of the weekend are available from the PSNI, 73 University Street, Belfast BT7 1HL.

Tuesday, May 6

Barking and Havering branch, Pharmaceutical Society, Academic Centre, Oldchurch hospital, Romford, Essex at 7.30pm, annual meeting followed by PSGB video "Careers in pharmacy".

Wednesday, May 7

Isle of Wight branch, Pharmaceutical Society, postgraduate centre, St Mary's hospital, Newport at 7.30pm. Miss Jane Long, RoC Laboratories with a film on "Sun and the skin".

Weald of Kent branch, Pharmaceutical Society, postgraduate centre, Kent & Sussex hospital, Tunbridge Wells at 8pm, fifth lecture on "Respiratory tract diseases and their treatment".

West Metropolitan branch, Pharmaceutical Society, Charing Cross hospital, Fulham Palace Road, London W6 at 7.15 pm. Annual meeting followed by Dr Roy MacLaren, senior medical officer, British Airways on "Medical incidents in the air." Joint WPA/NPA meeting.

Thursday, May 8

Glasgow and West of Scotland branch, Pharmaceutical Society, Lecture room 1, Mc Clance, University of Strathclyde, at 7.30pm. Professor A.T. Florence, Professor of pharmacy, Strathclyde and member of Nuffield on "The Nuffield report — a balanced consensus." Other Scottish branch members welcome.

Wirral branch, Pharmaceutical Society, Committee room, postgraduate medical centre, Clatterbridge hospital at 8pm. Discussion of branch resolutions.

Advance information

The College of Pharmacy Practice, Oxford study group, Committee Room, PGMC level 13, John Radcliffe hospital, Oxford, May 15 at 6.30pm. Topics include Glaucoma, Compliance & Health education. Further information from M Beaman, DPO, Edgware General Hospital (tel: 01-952 2381 ext 328 or 952 9209).

Royal Society of Chemistry, Analytical division, The Pharmaceutical Society, 1 Lambeth High Street, London SE1, Friday, May 23 at 9.45am. on "Aspects of forensic science." Further information from the Biological Methods Group of the Analytical Division, Burlington House, London W1V 0BN (tel: 01-437 6656).

NHS day conference, Congress House, Great Russell Street, London WC1B 3LS, Friday, July 4 at 10.30am. Further information from above address.

La Leche League national conference and health professionals seminar, The University of Warwick, Gibbet Hill Road, Coventry, Saturday, September 20, 21 at 9.30am. Registration forms and further information from Shirley Waplington, 18 Cymbeline Way, Bilton, Rugby, Warwickshire.

European Society of Clinical Pharmacy, 15th European symposium on clinical pharmacy, Lisbon, Portugal, 23-25 October. Further information from Adrian Shafford, Pharmacy Department, Oldchurch hospital, Romford, Essex RM7 0BE (tel: 0708 46090 ext 3320).

National Pharmaceutical Association, dispensing technicians Summer school 1986. To be held at Sunderland Polytechnic on June 29 to July 4 and August 31 to September 5, students must have been enrolled on the dispensing technicians correspondence course for one year. Applications for the correspondence courses to commence in September 1986 are now being accepted. Details from Training Department, National Pharmaceutical Association 40-42 St Peters Street, St Albans, Herts AL1 3NP.

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## Alan Facer in NPA Board chair

The National Pharmaceutical Association's new chairman of the Board of Management is Mr Alan Facer from Preston, Lancashire (below left). Mr Facer has been a member of the Board since 1980 for area 14, North-west one.



Other officers elected at the special meeting at Mallinson House last week are vice-chairman Mr David John Thomas (area 13, West Midlands) (above right), and Mr Bob Worby (area 5, North East London) who was re-elected as treasurer.

Membership of the main subcommittees are as follows:

**General purposes:** G. Bullous, J. Clitherow, D. Evans, D. Maddock, D. Sharpe, J. Thomas, J. Wilford.  
**Finance:** B. Brown, P. Gleeson, R. Jones, J. King, P. Taylor, E. Thornton.  
**Business services:** L. Calvert, A. Facer, M. Gellman, T. O'Rourke, L. Priest, C. Ross, A. Watson.  
**Advertising campaign:** G. Bullous, J. Clitherow, D. Evans, C. Ross, D. Sharpe, J. Thomas, and the chairman and treasurer (ex officio).  
**Public relations:** as above.  
**Training:** L. Calvert, J. King, H. Maddock, T. O'Rourke, A. Watson, J. Wilford.  
**Computer:** L. Calvert, J. King, P. Taylor.  
**Parliamentary and New Legislation:** B. Brown, J. Clitherow, M. Gellman, P. Gleeson, R. Jones, P. Taylor

NPA Board nominations for representation on the Pharmaceutical Services Negotiating Committee are: J. King, D. Sharpe, J. Thomas, R. Worby.

## New chairman for CSM

The present chairman of the Committee on Safety of Medicines, Professor Abraham Goldberg, is to retire at the end of 1986. His successor will be Professor William Asscher, professor of renal medicine at the Cardiff Royal Infirmary.

Professor Asscher is at present chairman of the Committee on Review of Medicines, and has been a member of the



The new NPA board met for the first time on April 22. Two new members join the ranks: Gordon Bullous, representing North East area 1; and Andrew Watson, of area 18

CSM since 1984. He is a former member of the Medicines Commission.

The new chairman of the CSM will be Professor David Lawson, consultant physician at Glasgow Royal Infirmary and visiting professor of clinical pharmacology at the University of Strathclyde. He is currently vice chairman of the CSM.

## APPOINTMENTS

**Wellcome Biotech:** Dr John Schrader has been appointed director of the biomedical research centre in Vancouver.

**L.S.R. Baby Products (UK) Ltd:** Karen Brazier is promoted to the position of marketing manager.

**Reckitt & Colman plc:** chairman Sir James Cleminson will retire at next month's annual meeting. His successor is Sir Michael Colman, who already sits on the board.

**Clarins (UK) Ltd:** Sue Horne is appointed to the position of head of training, with responsibility for the nationwide training programme. And Nadine Boulter becomes consultant manager.

**International Bottle Company Ltd:** Charles King has joined as sales consultant with particular responsibility for plastic packaging. He was previously managing director of Lorien Laboratories.

**LRC:** Gareth Morgan is appointed marketing manager, new business. He was previously with Spontex and will report to Marigold's consumer products general manager (marketing), Philip Hatcher.

**Johnsen & Jorgensen Healthcare Ltd:** Simon Chidgey has been appointed technical sales representative.

**Chesebrough-Pond's Ltd:** Annick Devillard has been promoted to group product manager from new products development. Mrs Devillard will be responsible for the Ponds creams, Ponds



Christine Glover is practised at filling the presidential post. In 1969 the then Miss McAlister was the second women to be president of the British Pharmaceutical Students' Association. And she has now been installed at President of the National Association of Women Pharmacists. To add to the honours, both occasions have been celebrated with pictures in C&D...

cocoa butter and Rave brand. She replaces Julie Banfield who joins Unilever.

And Phillip Smith has been appointed finance director, replacing John Freeburn, who becomes export controller.

**Celltech Ltd:** Dr Giovanni Galfre has been appointed head of department, hybridoma. He was previously principal scientific officer in charge of the monoclonal antibody centre at the AFRC Institute of Animal Physiology, Babraham Cambridge, where he established a hybridoma department. Mr Ian Nicholson has been appointed product development manager for health care marketing. Mr Nicholson moves from Amersham International where he spent four years in marketing.

**Kingswood Chemists:** Manager John Currie has been promoted to regional manager, marketing and distribution director. Keith Coxon becomes commercial director with responsibilities extended to merchandising and the development of new trading concepts and special projects.

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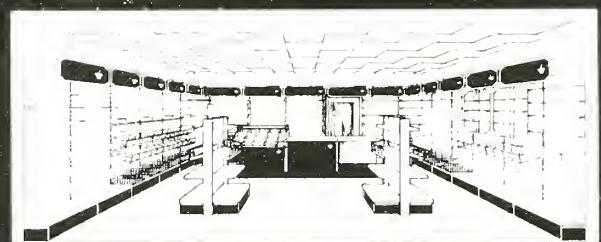
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